



# REST EASY

IMPACT REPORT **2022/23**



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# A MESSAGE FROM OUR CO-FOUNDER & CEO

**Simba's aim has always been to engineer the perfect night's sleep, for everyone. So we're delighted that what began as a reinvention of the mattress has grown into a ground-breaking range of sleep products, and an ongoing commitment to democratizing access to great sleep.**

Underpinning all this is our belief that what's good for global health should be good, or at least better, for the planet and humankind. Our vision is to be the world's most innovative Sleep Tech brand, but also the most responsible - that's why we've set ourselves the ambitious target of Net Zero by 2030.

As a business we've taken great strides already, culminating in our official B Corp™ accreditation this year; it took much hard work, laying ourselves open to a rigorous assessment across the entire business, but we're delighted to be the first UK-born and bred sleep brand to be awarded this sought-after status, with a significant score of 97.5.

We're very aware that it's an honour only awarded to a few, select businesses - businesses that promote social and environmental change through how they work and operate.

With that in mind, we pledge to continue actively incorporating sustainable materials and manufacturing processes into our product line; we will continue to design and develop products that embed circular and lower carbon processes across our range. And we will continue to offset the emissions from outgoing logistics and to support all the communities in the Simba family.

Net zero by 2030?

We can, and we will.

**Steve Reid**





# A BIT ABOUT SIMBA

## OUR PURPOSE:

To solve the world's sleep crisis by engineering the perfect night's sleep. It's our way of making the planet a better place to be, one great sleep at a time.

## OUR PROMISE:

To imagine and create innovative sleep technology that improves the daily life and health of every Simba user.

## OUR AMBITION:

To fulfil both our Purpose and our Promise, while acting fairly, responsibly, and sustainably.

## OUR PLAN:

To follow a framework based on the three key areas of Health, Planet and People, in alignment with UN Sustainable Development Goals and our B Corp certification.



# THE CORE PRINCIPLES THAT GUIDE US:



## B CORP VALUES

With a certification of 97.5, our B Corp status will be the foundation of all our sustainable and societal goals.



## TRANSPARENCY

We're committed to full transparency through our business and supply chain, so that we can measure and deliver our commitments effectively.



## ADVOCACY

We pledge to lead positive change by sharing our journey and advocating innovation with our customers, employees, suppliers and stakeholders.



## COLLABORATION

We will seek out and nurture industry wide partnerships, to validate our ideas and develop innovative solutions.

# MANAGING OUR IMPACT

Thinking about our impact on the world is something we do constantly. It's in our DNA.

By creating products using only recyclable materials or by refurbishing products, we're re-imagining what's possible. Gravity-defying comfort, innovation and durability are key; our products are created for purpose and designed to last. We consider circular principles at every stage of a product's lifecycle – from design, to end of life, and beyond.





# OUR 3 PILLARS

Proudly B Corp Certified and using a strong ESG agenda to drive a framework that guides us in everything we do, in order to follow a path aligned with UN Sustainable Development Goals.



## 01 HEALTH

To counter the disastrous health effects of poor sleep worldwide, by engineering a range of innovative products that solve the common issues of most sleepers while offering the world a greater service, by democratizing access to good quality sleep.

- Engineer a concise range of purposeful products, including innovative patented mattress and sleep product technology
- Launch sleep coaching app and associated technology products



## 02 PLANET

To fight climate change as a business by:

- Reducing our carbon footprint
- Designing more sustainable products
- Reducing waste
- Eliminating harmful chemicals from all our processes



## 03 PEOPLE

To put people first and at the front of everything we do by:

- Improving people's health and positively impacting their lives through great sleep
- Cultivating a culture of diversity, equity and inclusivity
- Building a cultural framework of ethical working fully committed to the Modern Slavery Act
- Supporting the communities around us with a focus on alleviating bed poverty through partnerships and Simba charity

# BEING A FORCE FOR GOOD

Our recent B Corp™ accreditation is a really big deal for us; it's an accolade that's only awarded to just over 1,000 UK businesses, in recognition of their past, present and future efforts to promote social and environmental change.

## Certified



## Corporation

But it's no simple task to be recognised as a B Corp™; we opened our doors to a rigorous 18 month review that placed our entire business model under the microscope - from a deep dive into our supply chain, to a review of our approach to ethical innovation across all our product development.

### B CORP: THE ASSESSMENT

First our products were assessed; all Simba mattresses are made in the UK in zero waste factories, reducing air miles in the process. Nothing is sent to landfill, and all waste is recycled or repurposed into other products (such as carpet underlay and dog beds). And we will continue to challenge our innovation team to find ways to reduce our products environmental impact –

which includes selecting sustainable materials from source right through to delivery, while also working with Eco factories to manufacture all our accessories.

But it wasn't just about our environmental footprint; the team from B Corp™ scrutinised all our internal processes, including worker wellness and development, diversity, customer stewardship. They also looked at how we foster a culture of supporting communities outside the immediate Simba family.

We're very proud of our work to date, but we're laser focused when it comes to the future; we pledge to continually challenge ourselves and push boundaries in order to embed circular and lower carbon processes, right across our range and our business.





# WHAT B CORPS MEANS FOR SIMBA

For us, being a certified B Corps means being recognised as a force for good; for our customers and suppliers, it means not just having to take our word for it.

- 1 Rigorous Assessment**  
B Corp certification didn't just evaluate our products or service; it assessed our entire business.
- 2 Gold Standard**  
We've met very high standards of social and environmental performance, with only 1000 UK companies reaching this benchmark
- 3 Mission Lock**  
We've changed our Articles of Association to treat ALL stakeholders equally, and by embedding a triple bottom line approach.
- 4 Transparency**  
Simba's B Impact Score from the B Impact Assessment is publicly available on the B Corp website.
- 5 Commitment**  
Simba uses the Certified B Corp logo to signify our ongoing commitment to measuring (and improving) our societal and environmental performance.

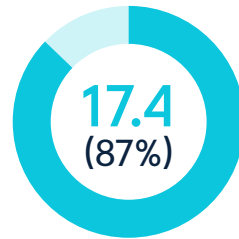
# THE FACTS & FIGURES

A business must earn a minimum score of 80 points (out of a maximum of 200) on the B Impact Assessment; this examines how sustainably a business is run, focusing on five key areas: Governance, Workers, Community, Environment and Customers. Most companies score somewhere between 40 and 100 points.



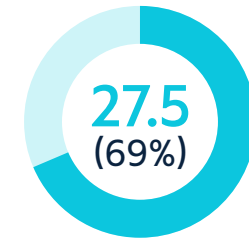
# A CLOSER LOOK AT OUR 2023 SCORE

Our two top scores were in 'Governance' and 'Customers'; we have more work to do in the Environment section, but the good news is that we know exactly what we can do, and where to start.



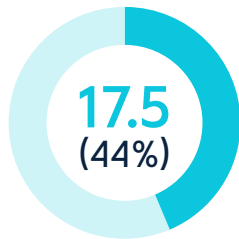
## GOVERNANCE

Includes analysis of mission & engagement; ethics & transparency; governance & mission locking



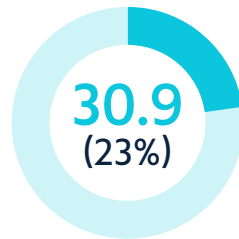
## WORKERS

Includes analysis of career development; health, wellness & safety; engagement; human rights; worker ownership



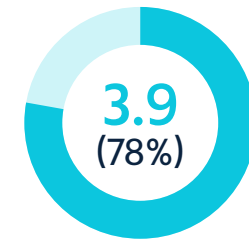
## COMMUNITY

Includes analysis of diversity, equity & inclusion; supply chain management; civic engagement & giving; local economic development



## ENVIRONMENT

Includes analysis of environmental management; air & climate; water; renewable energy; resource conservation; transport & distribution & suppliers



## CUSTOMERS

Includes analysis of customer stewardship; education; access to basic services; economic empowerment.



# OUR 2022/23 IMPACT HIGHLIGHTS

We helped over  
**1.1 MILLION**  
people sleep better



Earned **50+**  
**INDUSTRY AWARDS** for our  
innovative products,  
including commended  
entry in BRC Climate

Action Roadmap Showcase and the Eco  
Brand of the Year 2022 with Real Homes.

**Certified**



**Corporation**

Achieved **B Corp**  
accreditation  
with a score of

**97.5**



Launched **Simba GO** range using organic  
latex and cotton as well as recycled fibres  
(without foam or hot glue) leading to a

**45% REDUCTION IN  
CARBON EMISSIONS**

compared to other hybrids.



**Carbon neutral**

[ClimatePartner.com/16879-2203-1004](https://ClimatePartner.com/16879-2203-1004)

Achieved carbon neutral status  
for second year running

# ZERO WASTE

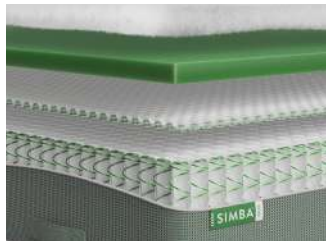
to landfill achieved at our Tier 1 manufacturing facilities

Carried out  
**100%**  
TRACEABILITY  
& AUDITING  
of our most immediate,  
Tier 1 supply chain

RECYCLED  
**6,550**  
mattresses and  
REFURBISHED  
a further  
**18,000**



Launched a reduced foam **Hybrid®** range with  
**UP TO 68% LESS FOAM**  
and **25% reduction in carbon emissions**



**63%**  
of our products  
now contain  
recycled materials



Launched nationwide, **NOT-FOR-PROFIT RECYCLING SERVICE**, to reduce the number of mattresses going to landfill

Continued partnership with **Youth Matters** (previously End Youth Homelessness), delivering mattresses and bedding accessories to individuals moving into independent accommodation.




Established new partnership with **The Sleep Charity**, to provide sleep recommendations for our customers as well as supporting their sleep hotline

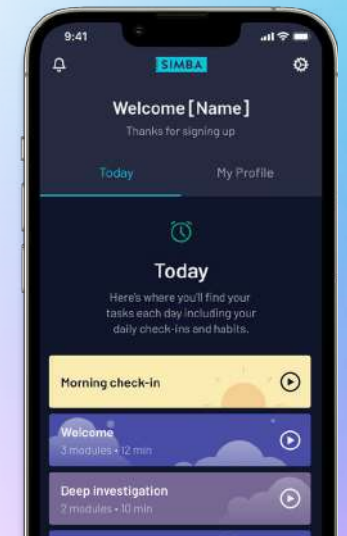
Embarked on our second year of **CARBON NEUTRAL DELIVERIES** across the UK, France and Canada




Launched new product labels with QR code giving access on product care and maintenance, recycling packaging, and end-of-life solutions.

Flexible working for all employees and a **'WORK FROM ANYWHERE' POLICY**

**FREE ACCESS**   
**sleep support platform:** completion of App strategy, research and development work, software/hardware technology and content creation in progress.







# THE NEXT 5 YEARS: NEW GOALS, NEW FOCUS



## HEALTH

- Grow the user base of our sleep technology, improving the life and health of more and more people
- Launch the updated Sleep App to help more people achieve a good night's sleep
- Ensure 100% of products are OEKO-TEX certified
- Launch new, natural and reduced carbon product range in 2024
- Push new innovation to reduce carbon footprint in current Hybrid® ranges by 10% in 2024

## PLANET

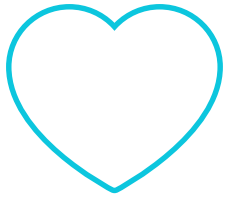
- Achieve Net Zero carbon emissions by 2030
- Reduce carbon intensity by at least 7% each year to help balance growth (in line with SBTi intensity reporting)
- Continue to reduce the carbon footprint of foam in our mattresses by 50% by 2025
- Ensure at least 75% of materials used are from recycled sources by 2025
- Reduce packaging materials by 25% in 2024
- Attain full transparency on suppliers in Tier 2 and Tier 3 in 2024
- Achieve all advanced requirements in NBF Pledge for our Planet by 2024
- Increase the use of environmentally preferred fibres
- Investigate new end of life solutions using innovative technology in 2024

## PEOPLE

- Develop and launch Simba Sleep Foundation focusing on alleviating bed poverty in the UK in 2024
- Further improve our Employee Wellbeing survey score
- Improve representation of females and people with diverse backgrounds in our recruitment
- Supporting our staff by taking part in volunteer community projects
- Matching staff fundraising initiatives to raise money for charities

## B CORP

All underwritten by B Corp principles and objectives. To set goals for improvement in 2023 and launch B Corp Impact Report in 2024



# 01 HEALTH

Using innovation to solve the world's sleep problems - sustainably.



# SUSTAINABLE SLEEP

**We believe that sleep is central to the health and happiness of the entire globe. So of course, our first priority is delivering quality sleep and broadening access to it to as many people as we can.**

But we believe that better sleep can also be sustainable sleep. So having committed to The Climate Pledge, as well as the BRC Climate Roadmap and SME Climate Hub, we initiated a comprehensive Impact Report in 2021 to map out a more detailed understanding of our carbon footprint and what we could do to reduce it.

There was good news and bad news; the good news was that we realised a tougher target of Net Zero by 2030 would be possible. The bad news was that we had a lot of work to do to get there. A key starting point was our supply chain: after performing PCF (Product Carbon Footprint) analysis on our mattresses, we found that 80% of our carbon emissions sat with our raw materials, with PU foam accounting for a huge 74% of those raw material emissions. We had already increased the amount of recycled materials we used and made sure all our mattresses were 100% recyclable, but it was clear we had to further review our supply chain, revising our use of raw materials and our suppliers and ensuring best practice end-of-life processes.

BREATHABLE, GOTS ORGANIC COTTON COVER 

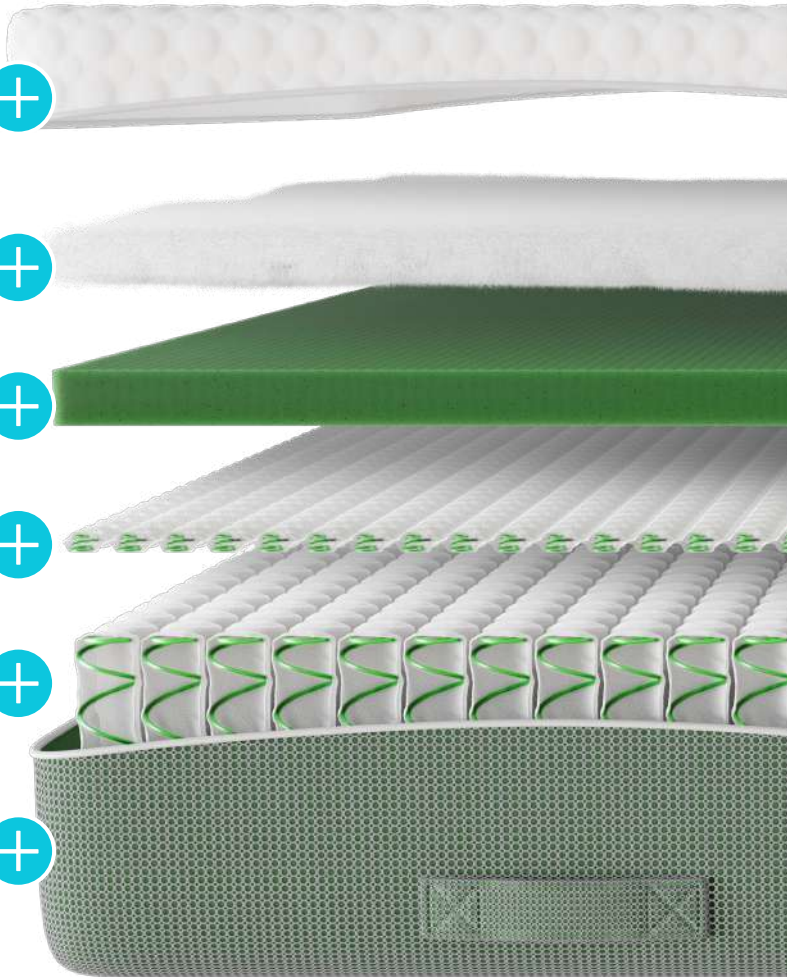
BREATHABLE, RECYCLED SIMBA RENEW LAYER 

GOLS ORGANIC LATEX COMFORT LAYER 

SUPPORTIVE AEROCOIL® SPRING LAYER 

ZONED SUPPORTCORE™ BASE 

BREATHABLE 3D MESH 



**THE SIMBA GO Hybrid® Mattress:** Our most sustainable and organic mattress yet





# SIMBA GO

**Our primary task was to create a mattress which matched the comfort and durability of our successful Hybrid® model, but which only used materials that were either sustainable or recycled, and either biodegradable or fully recyclable. It was a tall order!**

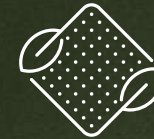
But after extensive trials we discovered the perfect combination in the Simba Green Organic Mattress - a finely balanced blend of organic latex, organic cotton and two varieties of pocket springs.

Latex is natural, renewable and biodegradable, renowned for its elasticity and breathability, and our pocketed Aerocoil® springs offer exceptional support and are 100% recyclable. We chose to use GOLS-certified organic latex, which is rigorously monitored for environmentally responsible and fair practice on its entire journey from forest to factory; we've also added perforations to increase its natural breathability and infused it with natural graphite to meet the requirements of fire safety - so no pollutants, no harmful chemicals. In addition, our breathable down-like, comfort layer, Simba Renew, is made from recycled PET bottles, and we used a GOTS-certified organic, sustainably produced cotton cover. We also managed to maintain our 'fold and roll' method of delivery which maximises transportation efficiency, so we were really hopeful that these changes in our upstream supply chain would result in a huge drop in emissions.

But it wasn't that simple. Because sustainability isn't just about products you use. It's about how you put them together, and how easy they are to recycle/reuse - in other words we needed to design for disassembly as well as assembly. We quickly realised the traditional assembly method of hot glue would make the mattress harder to take apart and recycle, as well as potentially contaminating the materials themselves. The answer? A water-based, solvent-free adhesive that simply peels away when it's time to take the mattress apart, making further recycling much, much easier.

We were delighted to discover that the new design would have a hugely positive effect on emissions, with a carbon footprint of just 45% compared to traditional hybrid mattresses. This was measured by external consultants Climate Partner: the comparable average hybrid mattress has a carbon footprint of 340 kg CO2e, but with the GO, this was reduced to 188 kg CO2e, saving around 45% in carbon, with most of that driven by revised materials.

Obviously, it's early days for the GO Mattress, but if it were to sell as well as our comparably priced Hybrid® Luxe Mattress, it would save 2,306 tCO2 of emissions per year, which is the equivalent of removing 2,154 cars from the roads every year.



Organic latex



Organic cotton



100% recyclable Aerocoil® springs

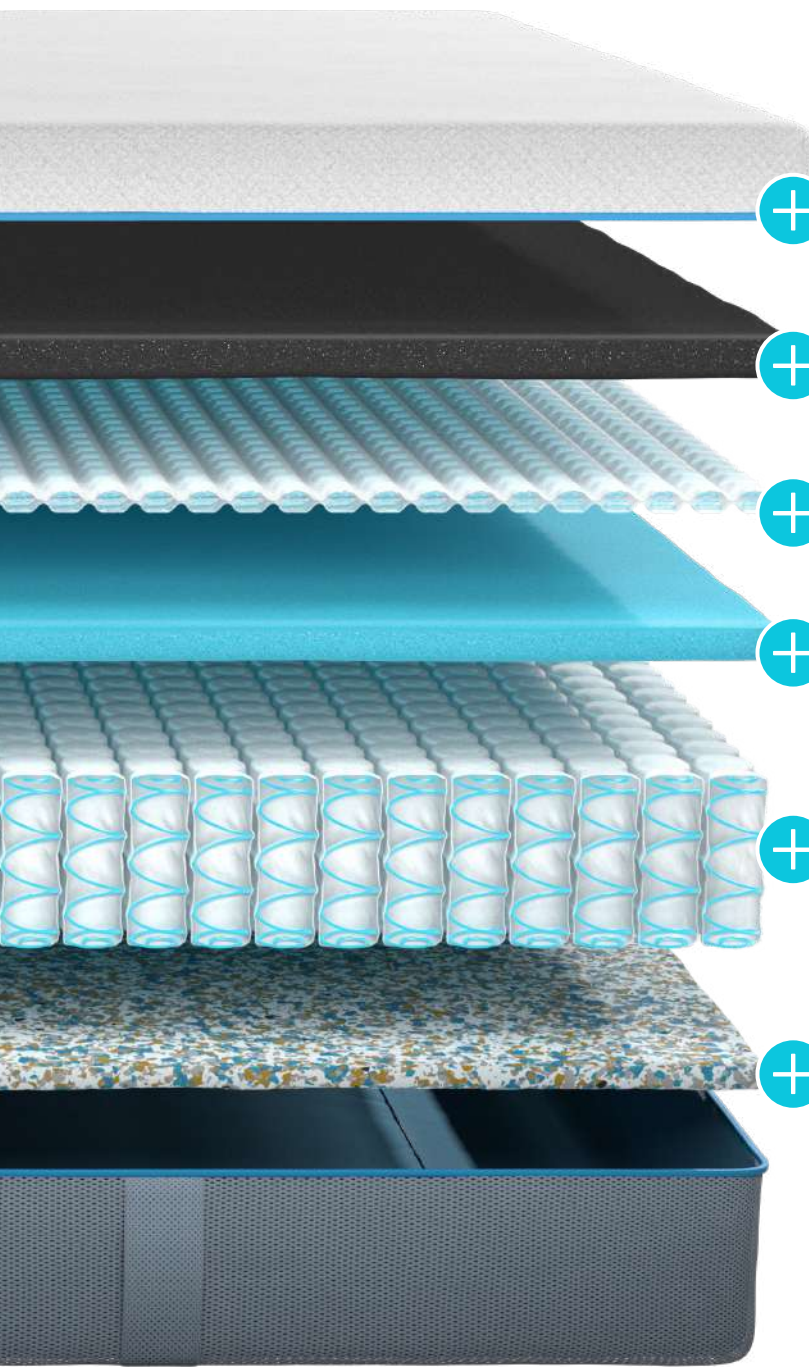


Water-based Solvent-free adhesive









BREATHABLE, ANTI-ALLERGY SLEEP SURFACE



OPEN CELL GRAPHITE INFUSED SIMBATEX



2,000 TITANIUM AEROCOIL® SPRINGS ACROSS 13 ZONES



CERTIPUR® STABILITY LAYER



NO ROLL-OFF SUPPORTCORE™ BASE



SIMBA REGEN™ BASE LAYER

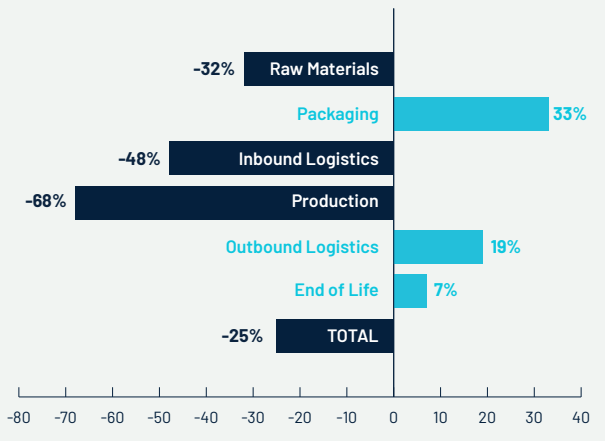
# THE NEW HYBRID®

**We'd already launched the Simba Green Organic range, but we wanted to review our bestselling Hybrid® mattresses and rethink all the materials used.**

Our Hybrid® mattresses accounted for 80% of our 2022 sales and our carbon emissions, so we were keen to evaluate our design process with a view to revising the materials and processes used, as well as the impact at end of life. Through many months of research and development, sampling different materials and partnering with our suppliers, we created the revised Hybrid® mattress - with 68% less foam and a carbon footprint reduction of 25%.

Product carbon footprint analysis carried out by our third-party partner, Climate Partner, showed that the Hybrid® mattress has resulted in a 25% reduction in CO2e emissions from 285 kg CO2e to 218 kg CO2e per mattress. But this hasn't been a straightforward journey; our raw materials, inbound logistics and production saw a 30% reduction in CO2 emissions, but we identified some increases in packaging, outbound logistics and end of life due to the increased weight in the mattress. We're now working to reduce that weight, which will have a direct reduction in CO2 emissions.



**Hybrid® Mattress C02 Emission Changes**

We're also working hard to reduce our carbon footprint intensity; currently it's inevitable that any commercial growth is coupled with an increased carbon footprint. But measuring our carbon footprint intensity helps us identify the tipping point at which that link is broken – so that even as we grow, our carbon footprint can continue to reduce.

So we're delighted that the launch of our new, revised Hybrid® mattress has resulted in a reduction of carbon footprint intensity by our original goal of 5%. But even better, we will have reduced our carbon footprint intensity overall by a massive 42% in just 3 years, which works out at 14% per year; this is a huge step forward in our sustainability journey.

We created the revised Hybrid® mattress - with 68% less foam and a carbon footprint reduction of 25%





## 02 PLANET

**We know that raw materials account for 80% of our carbon emissions, so we continue to make considered changes to achieve the same level of comfort for our customers at a lower-level carbon footprint.**

We're using our engineering expertise to identify more environmentally responsible materials: so far, we've removed as many pollutants as we can from our foam, we're using ReGen™ recycled foam and sustainably produced wood, our textiles are OEKO-TEX certified (a safeguard against harmful substances), and we're using more recycled materials (even PET bottles) in our packaging and products, in accordance with the Global Recycled Standard (GRS). We're also part of the Better Cotton movement (BCI), which works to reduce the environmental impact of cotton production.

But we will do more. We will source FSC certified wood, swap even more new materials for recycled ones, and develop new, responsible foam technologies...**THE WORK CONTINUES.**

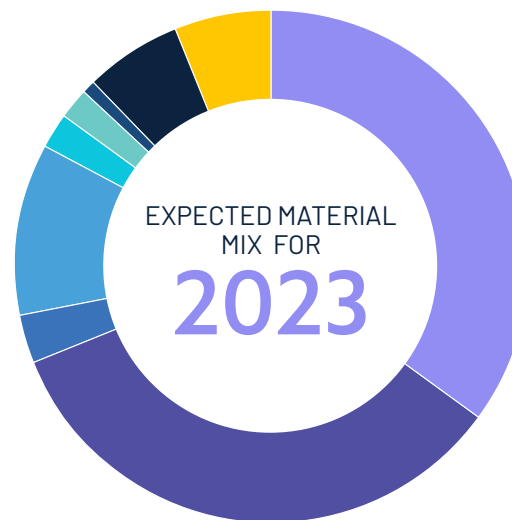


# INCREASED USE OF RECYCLED MATERIALS

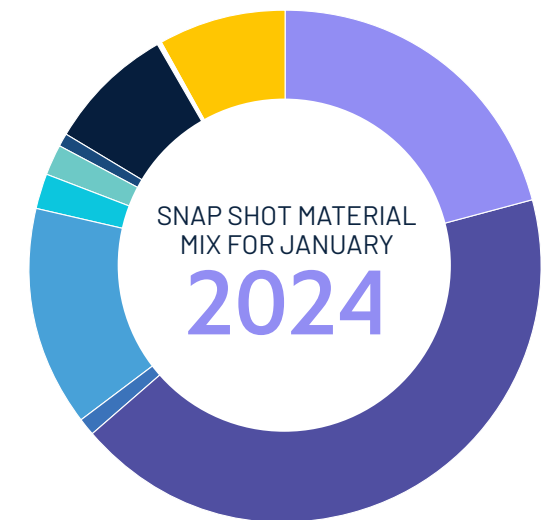
We've made significant changes in the materials used in the past year, and we'll be replacing a large proportion of foam we use with recycled foam (as well as springs containing as least 25% recycled steel). We're also switching from virgin synthetics to recycled synthetics.



- Foam 71%
- Steel 10%
- Virgin Synthetic 8%
- Recycled Steel 3%
- Cotton 3%
- BCI/ Organic Cotton 3%
- Wool 1%
- Recycled Synthetic 1%
- Organic Latex 0.1%
- Recycled Foam 0%



- Foam 35%
- Steel 34%
- Virgin Synthetic 3%
- Recycled Steel 11%
- Cotton 2%
- BCI/ Organic Cotton 2%
- Wool 1%
- Recycled Synthetic 6%
- Organic Latex 0%
- Recycled Foam 6%

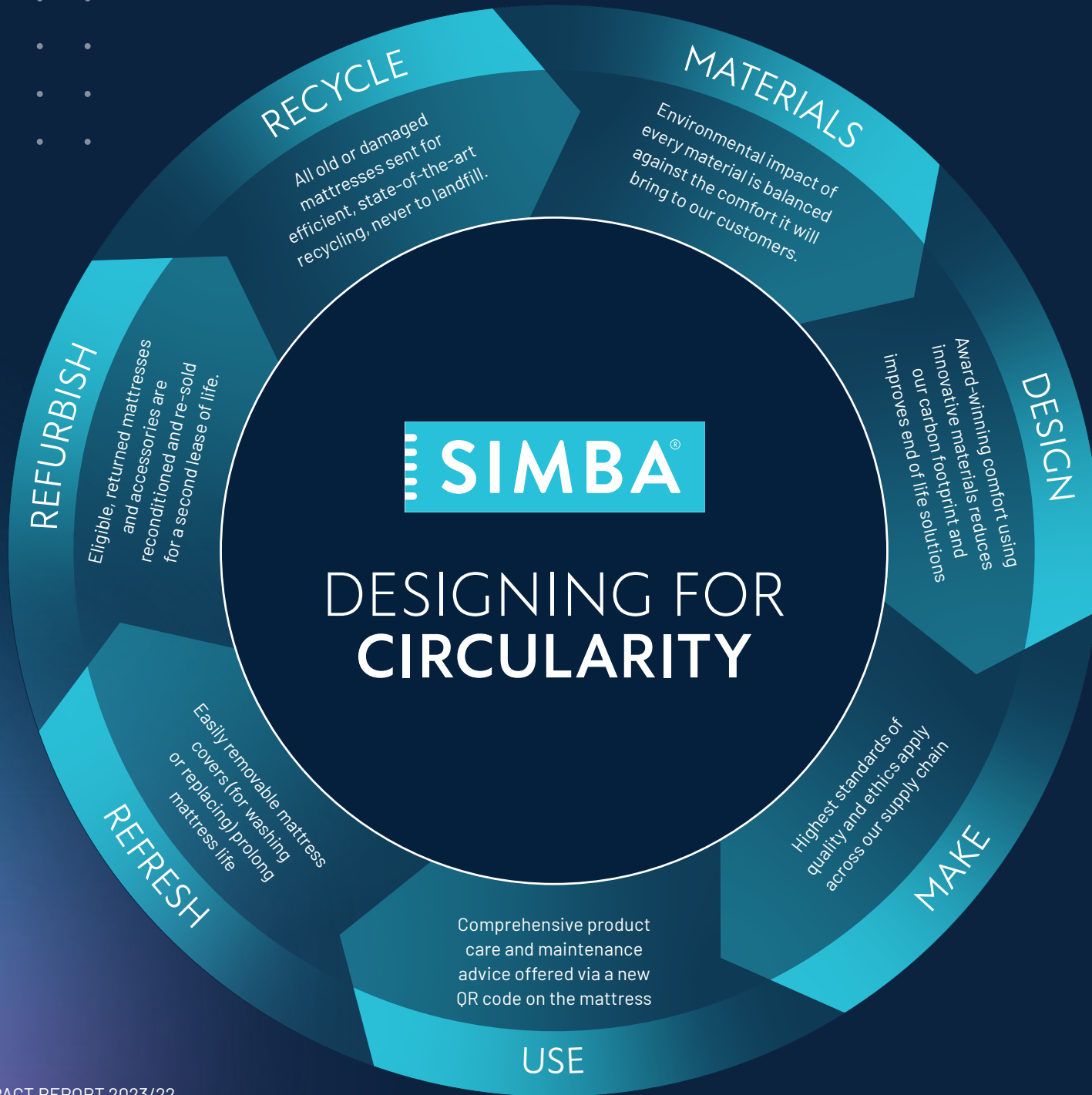


- Foam 21%
- Steel 43%
- Virgin Synthetic 1%
- Recycled Steel 14%
- Cotton 2%
- BCI/ Organic Cotton 2%
- Wool 1%
- Recycled Synthetic 8%
- Organic Latex 0.2%
- Recycled Foam 8%

Between 2022 to 2023, foam will reduce in weight by **36%**; in contrast, recycled foam used will increase by **6%**, steel by **23%** and recycled steel by **8%**. Furthermore, use of recycled synthetics (including polyester) will grow by **4%**.

By January 2024, foam would represent only **21%** of all materials used, with the proportion of recycled materials growing by **26%**.







We're on a journey to become a more circular business, striving to reduce the impact of our mattresses at every stage of its lifecycle.

By creating products using only recyclable materials or by refurbishing products, we're imagining what's possible. Gravity-defying comfort, innovation and durability are key; our products are created for purpose and designed to last. We consider circular principles at every stage of a product's lifecycle - from design, to end of life, and beyond.



## SIMBA CERTIFIED PRODUCT REFURBISHMENT

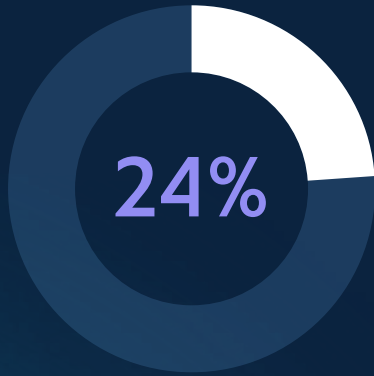
**For many brands, the thought of selling a refurbished mattress would cause uneasy concern about how it could affect brand identity. But at Simba, we made the brave choice to bring our mattress refurbishment in-house and sell them with pride.**

Our refurb mattresses are mattresses that have been returned to us during the comfort guarantee period; we examine the quality and function of every product, by hand, by sight, whatever it takes. Any component that fails our inspection is replaced with authentic Simba parts. No ifs, no buts, no corner cutting. Everything is either deep cleaned, washed or sanitised to hospital standards; they're pristine and squeaky clean.

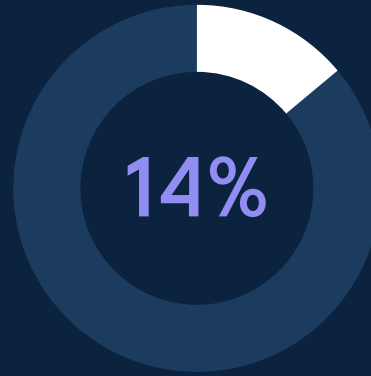
This has extended the life of our returned mattress and now 71% of mattresses received are rejuvenated as a refurb mattress.



# THE SCALE OF THE PROBLEM

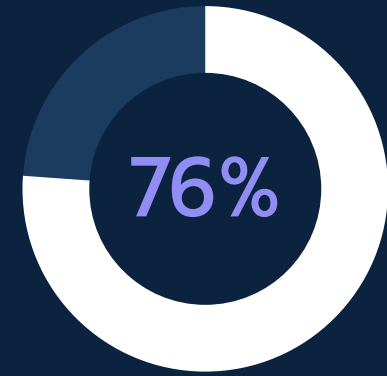


According to the National Bed Federation, only **24%** of discarded mattresses were recycled in the UK last year.



The rate of **'real' recycling** of those mattresses is estimated to be only **14%**.

(**'Real' recycling** means salvaging over 80% of the materials, not just a couple of springs).



So, as much as **76%** of the mattresses we discard every year probably end up in landfill.

According to our recycling partner those mattresses equate to

**167,000**  
TONNES OF WASTE



THAT'S THE ROUGH  
EQUIVALENT OF



**14,000**  
double decker buses



**x10**

Multiply that by 10 for every decade that they don't biodegrade (which could take up to 100 years).



## NOT-FOR-PROFIT MATTRESS REMOVAL & RECYCLING

### **We asked ourselves: how easy is it to recycle an old mattress?**

You could donate it to charity, if you can find one that will accept it because of safety concerns. You could take it to the tip on the roof of your car, or pay the council to remove it. But unfortunately none of these options guarantees 'real' recycling, especially since the mattresses must be dry and undamaged for that to happen.

This is why we've set up a professional, certified recycling service, even for non-customers. We don't mind what brand or size mattress it is, we don't make any money out of it. This is about protecting the planet and making it easier for everyone to play their part.

With Simba, you can be 100% certain your mattress will be properly and thoroughly recycled in a high-tech, accredited facility.



# TRANSPORTATION & CARBON OFFSETTING

## **Our delivery transportation has improved leaps and bounds due to the work our transportation partner has implemented.**

Our recent re-mapping logistically meant Simba is saving more than 50,000 miles per year in transport saving which is rough equivalent to saving 28,000 litres of fuel

Our transportation partners have 12 CNG (compressed natural gas) vehicles, and with the introduction of charge points and new electric vehicles being trialled, all trailers have been specifically designed ready to transfer/retrofit to electric once appropriate.

For heavy vehicles, using CNG achieves “reductions of around two-thirds for both NOx and particulates” and air-quality pollutants, and can cut CO2 emissions despite being derived from fossil fuels (1).

Our transportation partner has also launched new routing software to create fuel efficiencies using vehicle telematics; in addition we have worked together to introduce a concurrent delivery and removal service, which is reducing journeys to customers by half.

There’s a lot of understandable debate around carbon offsetting, but at Simba we felt it did still hold a place in our sustainability strategy; our transportation partner is making huge progress, but we wanted our customers to know that every delivery in the UK, France and Canada is carbon neutral.

So we’ve calculated the carbon emissions using third party specialist Climate Partner. Using their portal, we have been able to offset all deliveries for the second year running; we’ve also been able to calculate and offset the carbon emissions for Simba so that we’re now a carbon neutral company.

(1) Transport and Sustainability, Open Learn, <https://www.open.edu/openlearn/science-maths-technology/transport-and-sustainability/content-section-6.1>





The 3 Offset Projects Simba are supporting

## FOREST PROTECTION, PACAJA BRAZIL

This project in the Brazilian Amazon saves carbon emissions by avoiding the deforestation of native forest. The regional forests are rich in valuable timber species. To prevent illegal logging, the project supports the so-called "Ribeirinhos". They are encouraged to use sustainable agroforestry techniques and receive land use rights for their contribution to nature conservation.

**Project Standard:** Verified Carbon Standard (VCS)  
CCBS validated

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### CONTRIBUTION TO THE UN SUSTAINABILITY DEVELOPMENT GOALS (SDGS)








# WIND ENERGY PARKS, NORTHEAST BRAZIL

This comprises a total of 156 turbines across 14 wind energy parks, supplying renewable electricity to the Brazilian power grid. This project saves 652k tons of CO2 per year that would otherwise have been generated by fossil fuels. The project also focuses on the needs of local communities, improving local infrastructure and creating access to training opportunities.

**Project Standard:** Verified Carbon Standard (VCS)

## CONTRIBUTION TO THE UN SUSTAINABILITY DEVELOPMENT GOALS (SDGS)

<b>7</b> AFFORDABLE AND CLEAN ENERGY	<b>8</b> DECENT WORK AND ECONOMIC GROWTH	<b>13</b> CLIMATE ACTION
		



# CLEAN SOLAR ENERGY, INDIA

India's energy supply is dominated by fossil fuels, with a demand that outstrips production. So this project installs solar PV modules in three Indian states which saves 329k tonnes of CO2 per year. As well as creating a better source of energy for the community, the project also has a positive impact on the local economy, providing jobs in construction and operations. In addition, this project is twinned with tree planting in the UK - which means that for every tonne of CO2 saved via a certified climate project, another tonne of CO2 is reduced through woodland creation in the UK.

**Project Standard:** Verified Carbon Standard (VCS)

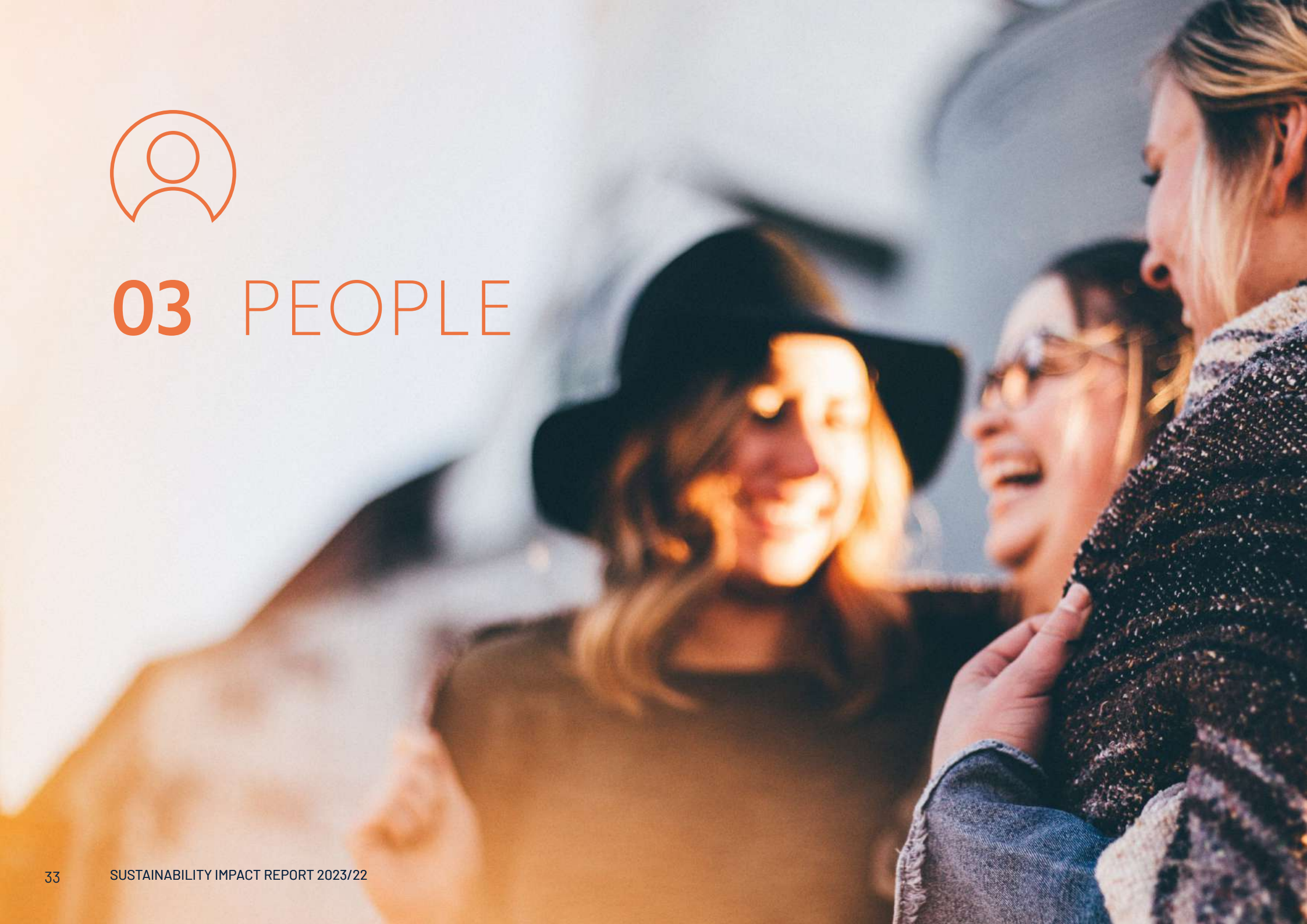
## CONTRIBUTION TO THE UN SUSTAINABILITY DEVELOPMENT GOALS (SDGS)







# 03 PEOPLE



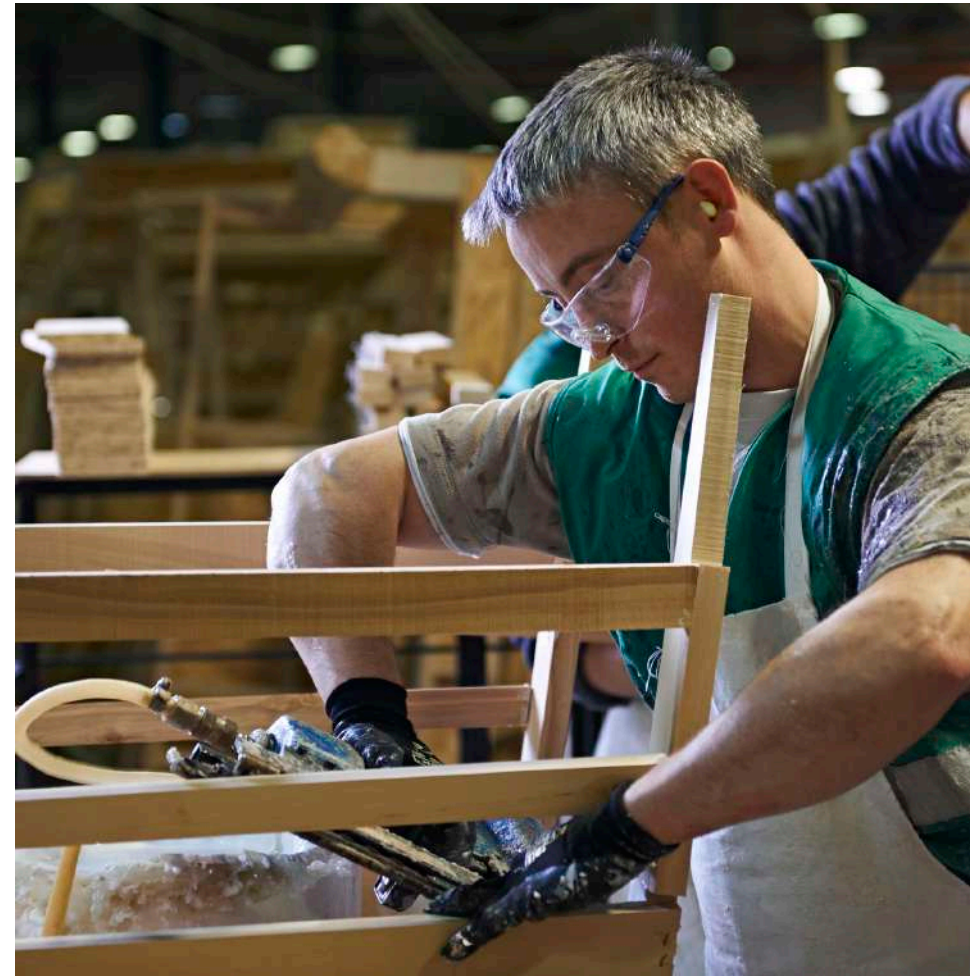
## ETHICAL WORKING

**Simba has a steadfast commitment to the protection of human rights and the dignity of all persons within our global supply chain.**

Simba has a steadfast commitment to the protection of human rights and the dignity of all persons within our global supply chain. Consequently, we require all our suppliers to sign our Simba Sleep Supplier Code of Conduct, reflecting our commitment to the International Principles of Human Rights expressed in our Modern Slavery Policy, to United Nations Guiding Principles, and to those principles contained within the UK Government Modern Slavery Act 2015. We're also fully committed to the protection of workers' rights, as defined in the International Labour Organisation's (ILO) core conventions, as well as the requirement aligned to the Ethical Trading Initiative (ETI) base code.

In addition, we've made sure our supply chain is almost fully SEDEX compliant; this is an audit system that ensures our suppliers and factories are consistently protecting people and safeguarding the environment.

Simba has also published a list of its Tier 1 factories, which is an important step in driving greater transparency within the retail industry, ensuring fair and safe working conditions in factories worldwide. It also enables collaboration to prevent serious global issues such as Modern Slavery.





# WELLNESS

**We're nothing without the brilliant people that spend their days thinking and working on our behalf, so naturally, we're always looking for ways to support them.**

We've embraced flexible working and working from anywhere; this has had the added benefit of lowering our carbon footprint, and because it's going so well, we've been able to give up our head office. We've also extended our remit to health, giving every employee access to mental health support as well as other medical cover to protect their health and well-being. Earlier this year, we ran our annual employee Wellness Week, with a variety of health professionals helping our employees with advice on sleep wellness, health and well-being. Alongside this, we included a team walking challenge, fitness and well-being classes, and well-being massages to boost our employees from the inside out. Additionally, we're continuing to set aside an annual training budget for each employee, to make sure everyone has the opportunity to further their professional or personal development.



Simba are extremely proud to have been awarded the 23rd Best Company (Small Business) in the UK by Best Companies. Even better, we actually received a 3-star accreditation, which means the highest standard of workplace engagement, representing organisations that truly excel.

This is only awarded to companies with a BCI (Best Companies Index) score of 738 or higher. The 3-star accreditation reflects "world class" levels of workplace engagement, which is a huge achievement for the company.





# COMMUNITY PARTNERSHIPS

## EVERYYOUTH

Simba has been supporting the charity, EveryYouth (formally known as End Youth Homelessness) for over a year now, donating 370 mattresses and 550 pillows to individuals moving from supported accommodation to independent living. This is worth over £200k of mattresses and pillows across the UK.

*“This year, EveryYouth Member Charities have shared that many young people have moved into their homes and there has been no furniture, no white goods and no flooring. Young people have often only been able to save for their deposit and do not have the funds to cover anything else. Grants, which are in high demand, often don’t cover everything, and white goods are prioritised, leaving many young people with no furniture. Therefore, it is impossible to overstate how grateful young people are to be receiving a mattress and a pillow from Simba! These donations have alleviated some of the difficulties young people face and have allowed them to go to work or college the next day after a good night’s rest.”*

Joanna di Stefano, Project Officer.



### NHS and Blue Light card discounts

Simba is also continuing to support NHS and Blue Light card workers through exclusive discounts, with 6,612 mattresses purchased with the discount during 2022.



Simba has also grown its charity partnerships by supporting The Sleep Charity. Providing trustworthy, specialist advice and support aimed at helping the nation to sleep better, the Sleep Charity campaigns to improve the scarcity of sleep support and access to high quality information, to raise awareness of the value of a good night’s sleep, and to promote understanding around the complexities of sleep. At Simba, with our dual pillars of Health and People, we believe it’s vitally important to communicate just how essential sleep and sleep health are to health and wellbeing. We want to provide insightful and evidence-based information not only for our customers, but also for our staff and wider supply chain. We’ll also be supporting The Sleep Charity helpline, to facilitate access to effective, consistent, evidence-based support to everyone living with sleep issues.

*“This is an exciting partnership between The Sleep Charity and Simba. Working together helps drive forward our ambition to empower the whole nation to sleep better and to raise the profile of sleep as a major factor for health and wellbeing. The support from Simba plays a part in ensuring sleep is taken seriously across all age groups and helps us to continue to do the work we in offering early intervention support.”*

Lisa Artis, Deputy CEO



# WORK TO DO: 2023 & BEYOND

## 01 HEALTH

- Grow the user base of our sleep technology, improving the life and health of more and more people
- Launch the updated Sleep App to help more people achieve a good nights sleep
- Ensure 100% of products are OEKO-TEX certified
- Launch new, natural and reduced carbon range of products in 2024
- Push new innovation to reduce carbon footprint in current Hybrid® ranges by 10% in 2024

## 02 PLANET

- Increase the use of environmentally preferred fibres
- Achieve Net Zero carbon emissions by 2030
- Reduce carbon intensity by at least 7% each year to help balance growth (in line with SBTi intensity reporting)
- Continue to reduce the carbon footprint of foam in our mattresses by 50% by 2025
- Ensure at least 75% of materials used are from recycled sources by 2025
- Reduce packaging materials by 25% in 2024
- Attain full transparency on suppliers in Tier 2 and Tier 3 in 2024
- Achieve all advanced requirements in NBF Pledge for our Planet by 2024
- Conduct customer research to better understand our products' life cycles and end of life solutions
- Mapping our full carbon footprint across the entire supply chain
- Investigate new end of life solutions using innovative technology

## 03 PEOPLE

- Develop and launch Simba Sleep Foundation focusing on alleviating bed poverty in the UK in 2024
- Supporting our staff by taking part in volunteer community projects
- Matching staff fundraising initiatives to raise money for charities
- Further improve our Employee Wellbeing survey score
- Improve representation of females and people with diverse backgrounds in our recruitment

## B CORP

All underwritten by B Corp principles and objectives. To set goals for improvement in 2023 and launch B Corp Impact Report in 2024



THANK YOU FOR READING

If you have any questions please contact [emma.reid@simbasleep.com](mailto:emma.reid@simbasleep.com)

