

MEDIA KIT 2023

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### **CORPORATE HEADQUARTERS**

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CARILOHA.COM











@cariloha



### CARILOHA

CARILOHA IS AN OMNI-CHANNEL BRAND FOCUSED ON SOFT & SUSTAINABLE BEDDING, BATH, AND APPAREL MADE FROM BAMBOO VISCOSE. Driven by a comfort and eco-conscious lifestyle, Cariloha joined the Style of the Caribbean with the Spirit of Aloha to provide the best in sustainable luxury. Since 2007, Cariloha has grown to become the only brand in the world to provide an entire showroom experience that's completely merchandised with bedding, bath, and apparel made of eco-friendly viscose from bamboo – it's A Comfy Way to Save the Planet.™

Inspired by the essence and energy of the islands, Cariloha blends style and self-expression into every piece of bedding, bath, and clothing it makes. Special care is taken to drape customers in soft, sustainable, naturally breathable fabrics that let them Sleep, Live, and Feel Every Day like They Do on Vacation.™

Cariloha's pineapple icon is the ultimate symbol of the islands – it represents our culture and connection to where we got started – and to our namesake Cariloha – the style of the CARIbbean meets the spirit of aLOHA.

By turning self-replenishing, rain-fed bamboo fields into ultra-soft bamboo fabrics, Cariloha offers an exclusive collection of bedding, apparel, active wear, and bath goods made from Soft, Cool, Clean and Green™ bamboo.

Thanks to an ever-growing, rich supply of bamboo, Cariloha is actively becoming a completely carbon neutral company and has a growing fleet of showrooms in 17 countries – all offering premium vacation-inspired comfort and enjoying the soft touch and green footprint of this sustainable resource.





### CARILOHA'S MISSION

# SOFT & SUSTAINABLE PRODUCTS - IT'S WHO WE ARE & AT THE HEART OF WHAT WE DO

Making a positive difference for people and our planet has always been our way since we started.

Cariloha is more than a name or a brand – it's A COMFY WAY TO SAVE THE PLANET™, where we care about the earth today, so we have a better home for future generations tomorrow.

It's easy. We provide customers with soft, sustainable alternatives to traditional fabrics. Not hard – just soft on you and the planet.



## 16.9 MILLION MILES

Driving Emissions Avoided<sup>1</sup>



## 1.3 BILLION DAYS

Drinking Water Saved<sup>1</sup>



## 5.1 BILLION HOURS

Bulb Energy Saved<sup>1</sup>

<sup>1</sup> Source: Green Story Comparative Life Cycle Impact Assessment of Cariloha. Measures impact of Cariloha's sustainable fabrics against cotton.







### THE FACTS

### **FOUNDED**

2007

### **HEADQUARTERED**

Salt Lake City, UT

### **EMPLOYEES**

535

### **SHOWROOMS**

72

### **PRODUCT CATEGORIES**

Bedding, Bath, Apparel

### **CARILOHA HIGHLIGHTS**

- Cariloha is the only multi-showroom retailer in the world with an entire showroom experience completely merchandised with sustainable products made of eco-friendly bamboo viscose.
- Cariloha continues to achieve 38% compounded annual growth rates (CAGR).
- Cariloha maintains a 74% Gross Product Margin.
- Robust Product Mix 100% bamboo lifestyle product offering with over 1,200 different product SKUs.

### SHOWROOM SALES PER SQ. FT.

Cariloha's average sales per square foot is \$950, and Cariloha showrooms are, on average, 967 square feet.

### **AVERAGE ORDER VALUE**

\$145

### **OWNERSHIP**

Cariloha is owned and was founded by Jeff Pedersen, Founder & CEO, since 2007

### **WORLDWIDE LOCATIONS**

### 38 Cruise-Port Showrooms and Growing!

Cozumel, St. Thomas, Jamaica, Grand Cayman, Nassau, Bahamas, Aruba, Key West, Barbados, Ketchikan and Juneau, AK, Puerto Rico, St. Lucia, Tortola, Curacao, Grand Bahamas, Puerto Vallarta, Cabo San Lucas Roatan, St. Maarten, Bonaire, St. Kitts, etc.

## 34 Resort, Non-Cruise Showrooms and Growing!

Kauai, San Diego, Maui, Huntington Beach, Seattle, Las Vegas, Santa Monica, Outer Banks, Panama City Beach, Mall of America, Wailea, Lahaina, Washington D.C., Hilton Head, Orlando, Houston, Myrtle Beach, Boca Raton, Bar Harbor, Naples, etc.

## EXCLUSIVE CRUISE LINE PARTNERSHIPS

20+ year partnership. 26MM passengers visited Cariloha showroom ports-of-call 2019-2022.



### **AWARDS & ACCOLADES**

2022 - Women's Health, Healthy Sleep Award Winner

**2022 –** 13-Time Best of State Medal & Statue Winner

– Fast Company - World Changing Ideas Winner

– Cariloha Wins three American Business Awards (ABAs) – two gold and one bronze

– 12-Time Best of State Medal & Statue Winner

– Recognized 10 times on the Inc. 5000 list of fastest-growing companies in America – Less than 4% of Inc. 5000 applicants ever make the list 10 consecutive years

2020 - Sustainable Green Business Award Winner

– Honored on the Utah 100 Hundred list of top-revenue generating companies (1 of 10 companies on the list out of 100 to receive the honor for 9+ years)

– Eco-Excellence Award winner for Eco-Friendly Fashion

– Fast 50 Fastest-Growing Business – Utah's Fastest-Growing Companies

– Top 100 Private Companies in Utah

– Cariloha won the Ernst & Young Entrepreneur Of The Year® Award and was recognized as a National EY Entrepreneur Of The Year® Finalist

2012 - CFO of the Year Award - Brent Rowser



### IN THE NEWS

- Featured on Good Morning America, The Kelly Clarkson Show, Dr. Phil, and featured in hundreds of media outlets worldwide, including Oprah Daily, Good Morning America, Better Homes & Gardens, Esquire, The Wall Street Journal, TODAY, Forbes, INC., GQ, People, Rolling Stone, Cosmopolitan, Glamour, Real Simple, Good Housekeeping, Men's Health, and more!
- Over 1.4 MM Social Media Fans and Subscribers. Partnered with and spotlighted by dozens of celebrity influencers
- Over 4.5 billion media, news and online impressions in 2022

### AS SEEN ON:

**Forbes** 





BUSINESS





THE WALL STREET JOURNAL.





















### **CUSTOMER REVIEWS**



"...This bed was highly recommended to me and since they have a decent trial period/return policy, I decided to try it out. I am so happy I did. My boyfriend and I both love it. Not only is it comfortable, it sleeps cool which is a must for us since my boyfriend is always hot. It is a plus that it is sustainably made!"



"We just got our mattress on Friday. OMG!! We've purchased clothes and sheets previously. But, This!! I have been telling EVERYONE about it!

- LINDA

- BRE

35,000 REVIEWS
AVERAGE 4.5 STARS<sup>1</sup>



"This mattress is amazing. My wife and I have been looking for a mattress that is soft but on the firmer side and this is absolutely perfect. We can feel the pressure that is taken off of our backs compared to our old bed. I would absolutely recommend to anyone who is in the market for a new memory foam bed!"

- ANONYMOUS



"I have a bad back and aches and pains every morning, sweats and hot flashes. We use bamboo sheets for the sweats and hot flashes. We went to Maui and went into the Cariloha Store. Got back home and ordered the Cariloha - Resort Bamboo Mattress-Cal-King. Our 1st night we slept thru the night. In the morning I didn't have any aches or pains."

- FRAN











### CARILOHA CARES

Cariloha made several upgrades to the packaging component of its Carbon Footprint Reduction Initiative, including but not limited to the following:

**Sheet Packaging** – 65% upcycled / 35% recycled kraft corrugate (coming soon in 2023)

**Hang Tags** – Converted all HT to an upcycled material

Shopping Bags – 100% bamboo paper bags

**Shipper Bags** – 100% compostable mailers

**Shipper Boxes** – SFI certified - made from 50% recycled content

**Packaging Fill** – Discontinued use of plastic bubble fill in our packaging fill and replaced with an innovative new paper padding that will be converted to bamboo in 2023

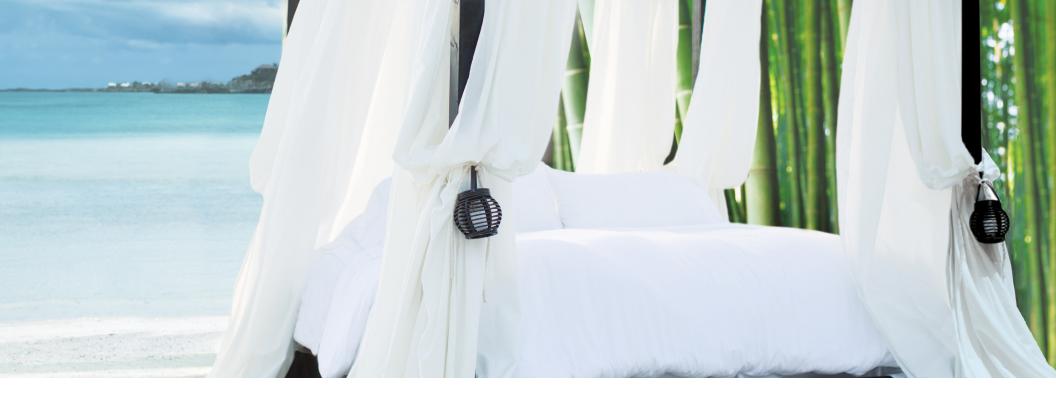
Cariloha Cares Activations – Earth Day, National Clean Beaches Week, World Bamboo Day, National Recycling Day, and Sustainable Saturdays (global Cariloha retail showrooms participate weekly in sustainable activities within their communities).

Textile Recycling – BAMBOO RENEW™ Program – customers recycle old textiles in showrooms.

Renewable Materials – Non-Bamboo Blends with Recycled Materials. One Tree Planted – 1 bamboo tree for every \$1 donation in deforested.

Cariloha participated in even more humanitarian aid efforts this past year, including product, monetary and time donations to the following charities in 2022:

- American Indian Services (Products and Monetary Scholarship Donation)
- LDS Philanthropies (12+ Pallets of Seconds and Discontinued Products)
- Mauli Ola Foundation (Cariloha clothing + Bedding Suite prizes)
- Ronald McDonald House Charities (Cariloha Products)
- Kentucky Flood Victims (Mattresses for Families Who Lost Homes)



### WHY BAMBOO? **SOFT & SUSTAINABLE**

### A COMFY WAY TO SAVE THE PLANET<sup>TM</sup>

Bamboo is highly eco-friendly, saving soils, preserving oceans and cleaning the atmosphere

Grows organically without pesticides and renews itself almost immediately without replanting

Prevents soil erosion

Reduces waste and indirectly replaces consumption of critically scarce resources

### **PROBLEM**

Non-biodegradable post consumer textile waste

Marine non-point source pollution from runoff

Air pollution

Erosion

Harmful pesticides to consumers

Deforestation and forest degradation

### **SOFT**

Softer than



### COOL

Cooler than Cotton

### THE SOLUTION: BAMBOO

Naturally dissolves back into the earth

Fertilizer, pesticide, chemical free

Can consume more CO2 than equivalent stand of trees

Roots remain after harvesting preventing runoff

Grows organically

Naturally renews itself





### **GREEN**

Renewable Resource

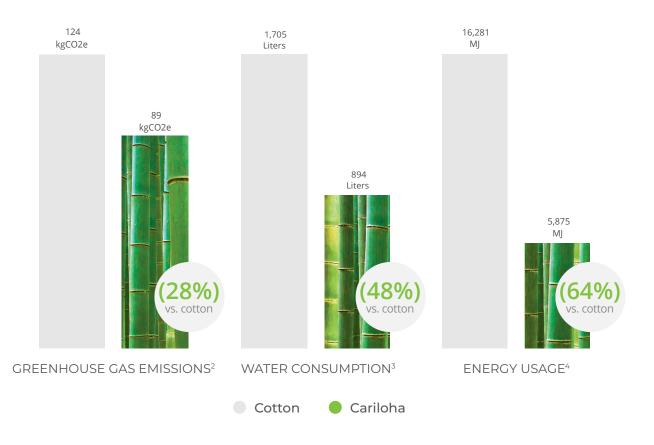
### WE ARE FOCUSED ON SUSTAINABILITY

### SUSTAINABILITY IS AT THE CORE OF OUR BRAND

Sustainable living is in our DNA – not just part of a trend – but who we are since our inception. And, because Cariloha products are carbon neutral from farm to fabric, life is better in bamboo. It's a Comfy Way to Save the Planet™.

### WAYS CARILOHA SAVES THE PLANET

Impact of Cariloha's sustainable fabrics against comparative conventional fabrics.<sup>1</sup>



### **CARILOHA CARES BY:**

Offsetting 100% of our carbon emissions from our products

Utilizing sustainable and biodegradable fabrics

Pursuing upcycling opportunities to reduce post-consumer textile waste

Reducing non-point-source pollution with organically grown bamboo

Minimizing carbon dioxide emissions through oxygen-consuming bamboo

Decreasing waste by moving towards thoughtful packaging that's biodegradable and recyclable

Conserving water by harvesting from authorized rain-fed bamboo fields

Advocating for action on climate change solutions

<sup>1</sup> Source: Green Story Comparative Life Cycle Impact Assessment of Cariloha. Measurements are per kg of fabric.

<sup>2</sup> GHG Emissions measured in kgCO2e. Carbon Dioxide Equivalent (CO2e) represents greenhouse gases in a common unit.

<sup>3</sup> Water Consumption measured in liters.

<sup>4</sup> Energy Usage measured in MJ. Megaloule (MJ) represents a measurement of energy equivalent to 1MM joules.

### THE PROCESS

How do bamboo fields become Cariloha Bamboo™ products? Follow the process of harvesting this truly green resource.



### **HARVESTING**

The harvesting process consists of cutting seasoned stalks into smaller pieces of raw bamboo.



### **PROCESSING**

The raw bamboo is then processed, extracting the bamboo pulp that is then dried into parchment-like sheets.



### **MILLING**

Once thoroughly dried, these sheets are milled into a soft, fluffy bamboo material.



### **SPINNING**

The bamboo material is then separated and spun into yarn for knitting or weaving.



## 15+ YEARS DEDICATED TO SUSTAINABLE, ECO-COMFORT PRODUCTS

Cariloha is Born

2007



Pivoted to All Sustainable Bamboo Products

2009



Opened 47,000 Sq. Ft. Distribution Center

2012



Launched Cariloha's Bedding Suite

2016



CEO, Jeff Pedersen, wins EY Entrepreneur of the Year

2018



2020





2008
Opened our
First Three
Showrooms



**2010**Created Scalable
Showroom Model



2014

Expanded into Wholesale Distribution Channels



**2017**Mattresses Become
CertiPur-US
Certified



2019

Spotlighted by Print and Broadcast Media





### FARM TO FABRIC

From our official Cariloha Bamboo Farm, to our fair trade partners in the U.S., China, Turkey, Mexico, and India, we strive for sustainability throughout the entire supply chain.

### Facts from the Farm

- Our authorized Cariloha Bamboo Farms stretch across the green hills of the Sichuan province in China and average 10 sq/miles of sustainable, controlled bamboo per farm
- 10 Square miles of bamboo farm
- 61M Bamboo trees are grown on the farm each year
- 14K Tons of bamboo are harvested every year
- 0.00 Zero pesticides! Cariloha bamboo is organically grown

### What Can You Make from a Single Bamboo Stalk?

• 1 bamboo stalk makes roughly .6 KGS of fabric. For example, one bamboo stalk can make 5 bamboo T-shirts. With 61 Million stalks to choose from, that's a lot of naturally soft and sustainable fabric

## SAFETY & SUSTAINABILITY STANDARDS

Comfort with a Conscience. Our commitment to bamboo sustainability starts at the source – right out of the ground – and extends all the way to your home and back again. It's a respectful, synergetic relationship that requires constant care and nurturing. We never take what we can't replenish.











### OEKO-TEX STANDARD 100

Ensuring that no harmful chemicals were used during production of our bamboo products and are certified to be chemical free. All Cariloha products have been tested for harmful substances according to the criteria applicable to them under the Oeko-Tex Standard 100.

### **CERTIPUR-US**

Tested to meet CertiPUR-US® rigorous standards for emissions, content, performance and durability. Approved foams are low emissions for indoor air quality, made without ozone depleters, PBDEs, heavy metals, formaldehyde, and prohibited phthalates. Cariloha mattresses and foam pillows have been certified through the CertiPur-US® program. For more information, visit the CertiPur Site

### **FAIR TRADE**

Helping support environmental stewardship, fair wages and safe working conditions for farmers and working communities involved in production of thousands of products, further improving millions of lives, and protecting land and waterways in 45 countries and counting. Cariloha is making a concerted effort to increase its usage of Fair Trade factories, as is evidenced in our Bamboo Fit<sup>™</sup> apparel factory and many others to come.

## SUSTAINABLE FORESTRY INITIATIVE

We partner with box suppliers that use materials that adhere to the SFI Fiber Sourcing Standards. These fiber sourcing requirements include measures to ensure responsible forestry practices, broaden the practice of biodiversity, and use forestry management best practices to protect water quality.

## FOREST STEWARDSHIP COUNCIL

At Cariloha, we strive to use FCS certified materials in our paper-based product packaging. FSC chain of custody certification provides a credible assurance that products which are sold with an FSC claim originate from well-managed forests, controlled sources, or reclaimed materials.











BORN IN THE ISLANDS, WHERE THE STYLE OF THE CARIBBEAN MEETS THE SPIRIT OF ALOHA.









