



happiest baby
snoo
smart sleeper

**Employee Benefit
Program**

Poor Sleep Costs Companies Billions

Poor sleep
↓
\$136 B/YR
in lost productivity¹

Exhaustion causes mistakes and poor judgement... similar to drunk driving!²

30%
of new dads fall asleep at work³

43%
of new parents get
< 3 HRS
of continuous sleep/night
(first 6 months)³

Employee

- Parental wellness
- Accidents, illness
- Marital stress
- Loss of work due to fatigue/illness

Employer

- \$\$\$ to recruit/retrain
- Poor productivity & absenteeism
- Higher health costs
- Liability from errors & accidents
- Reduced loyalty

Sources: 1) [National Healthy Sleep Awareness Council](#) 2) https://www.cdc.gov/sleep/about_sleep/drowsy_driving.html 3) [Owlet & CARAVAN ORC International Sleep Study, 2016](#) 4) [A Prospective Study of Change in Sleep Duration, 2007](#)

Women Are Most At Risk

3,000,000

Women pushed
out of the U.S.
labor force¹

2x

Women are leaving
the workforce
twice as fast as men²

1 in 4

Women considering
working less...
or quitting³

50-60%

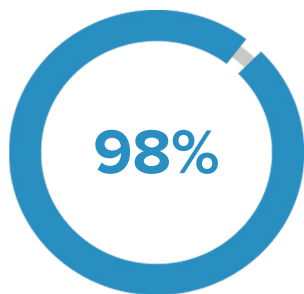
Percent of salary
to hire/train
a replacement⁴



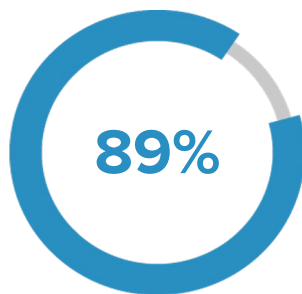
Sources 1) [Harvard Business Review](#) 2) [NPR](#) 3) [KFF](#) 4) [SHRM](#)

COVID: Huge Shifts in HR Priorities

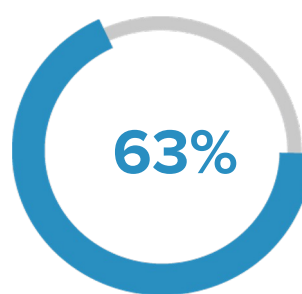
Top HR Leaders across America:



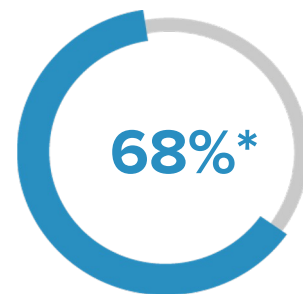
Are planning new family & mental health benefits.¹



Will fund new benefits by cutting older ones.¹



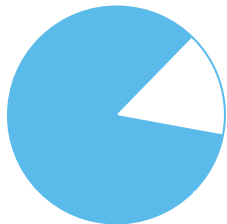
Will boost new parent support, like childcare.¹



Are making mental health their top priority.¹

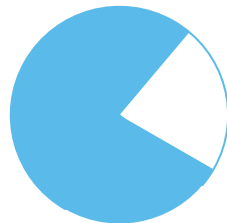
Source 1) [Harvard Business Review](#) *Companies with >2,000 employees

↑ Recruitment & Retention



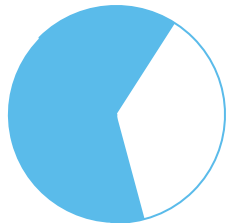
86%

Working moms who would switch jobs for **better work/life support**¹



78%

Employees who are more likely to stay in a job **for great benefits**²



68%

Employees who want health and life insurance **and maternity leave**³

Sources: 1) [The Mom Project](#) 2) [Willis Towers Watson](#) 3) [Zenefits](#)



SNOO Calms Babies...like driving in the car all night



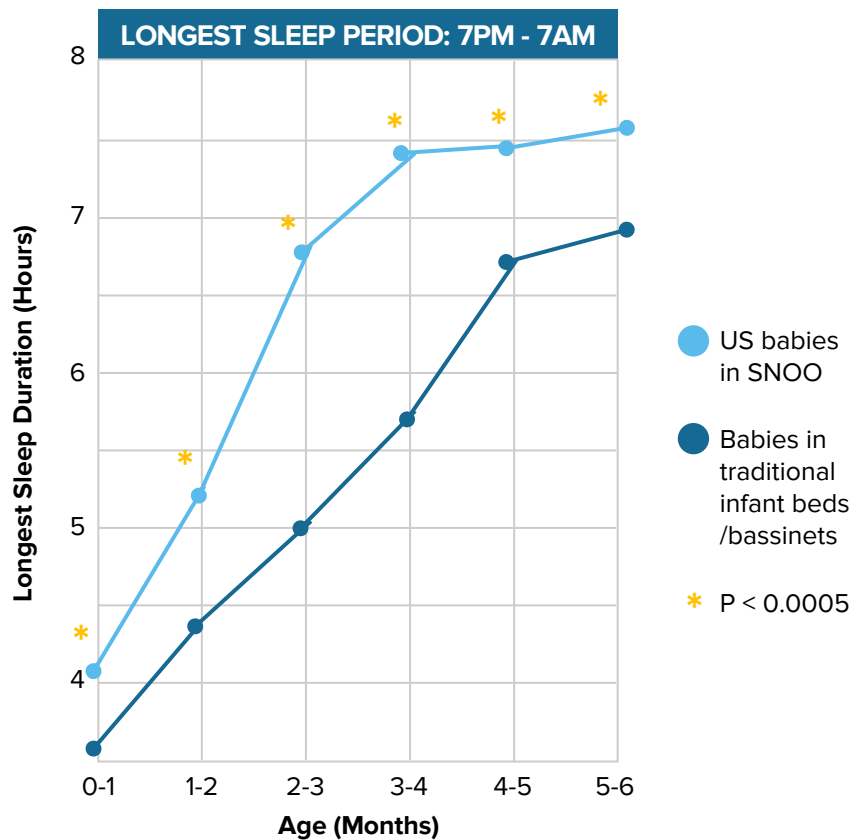
Keeps baby
safely on the
back...
ALL NIGHT!

400+
MILLION
hours of safe
sleep!

Studies underway
will demonstrate
SNOO's potential to
**IMPROVE INFANT AND
PARENT WELLBEING.**

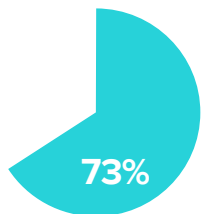
At the
**TOUCH OF
A BUTTON!**

Boosts Sleep 1-2 Hours/Night

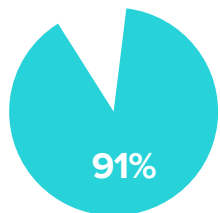


Parents SNOO!

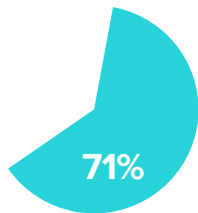
I felt the Company:



Creates a family-friendly workplace



Supported my physical and mental well-being



Help me reach my full potential as a working parent

96% Gain peace of mind that my baby was sleeping safely

88% Feel less exhausted during the day

83% Balance work and family needs

78% Better prepared for the return to work

73% Cope better with work stress

“

Our 2 month old sleeps soundly in SNOO every night...and we sleep better than I ever expected with a newborn!

Heather Thorne

Director and Chief of Staff, Hardware, Google

“

SNOO is THE most amazing invention EVER. Our 6-week-old sleeps 5-6 hour stretches at night. It's worth every penny!

Rebecca R.

Facebook, Creative Strategist

¹Survey of corporate rental partners (n=105).

Most-Awarded Baby Product...Ever!

2017

**SNOO wins
“Innovation of the Year”**
National Sleep Foundation

2020

**SNOO designated a
breakthrough product**
FDA

**SNOO invited into
permanent collection**
Smithsonian

2021

**HBI earns “World Changing
Ideas Award”**
Fast Company

SNOO wins “Best for Sleep”
*Healthline Parenthood’s
Best of 2021 Awards*



INTERNATIONAL
DESIGN
EXCELLENCE
AWARDS



the
DESIGN
MUSEUM
BEAZLEY DESIGN OF
THE YEAR FINALIST



THE CRIBSIE
AWARDS



DIGITAL
TRENDS



CLIO
AWARDS



SPINOFF

America's #1 New Parent Benefit

Immediate ROI:



Loyalty, retention,
productivity



Errors, absenteeism,
health costs

50+

Companies
offering SNOO
rentals

100%

Annual
renewal

89!

NPS

Featured Companies:

JPMORGAN CHASE & CO.

BuzzFeed

ACTIVISION®



hulu



Children's Hospital
New Orleans
LCMC Health

Cooley



SNOO Employee Benefit Program

Simple to Start

- No minimum
- No upfront costs
- Easy to launch...in just days
- Dedicated website and assets

Lots of Support

- Rent for 6 months
- 7 day/week customer support
- Free sleep consultations

Dedicated Service

- Customized marketing & promo materials to support launch
- Happiest Baby handles **all** logistics and troubleshooting
- HBI manages...the full process



SNOO Rental Prices

Give the gift of sleep + a 24/7 “babysitter”—just \$4/day...the cost of a coffee!

Rental Rate

Invoiced monthly to
employer

~~\$159~~/mo

\$129/mo

Cleaning Fee

\$99.50

1-time **employer** payment

Shipping Fee

~~\$59.50~~

Fee waived, Continental US only

Refundable Security Deposit

\$99

Paid by **employee**

FREE GIFTS!

2 organic cotton
SNOO Sacks &
fitted sheet

+

Award-winning
Happiest Baby
video

(\$90 value)

SNOO: The Benefit CFO's Love!

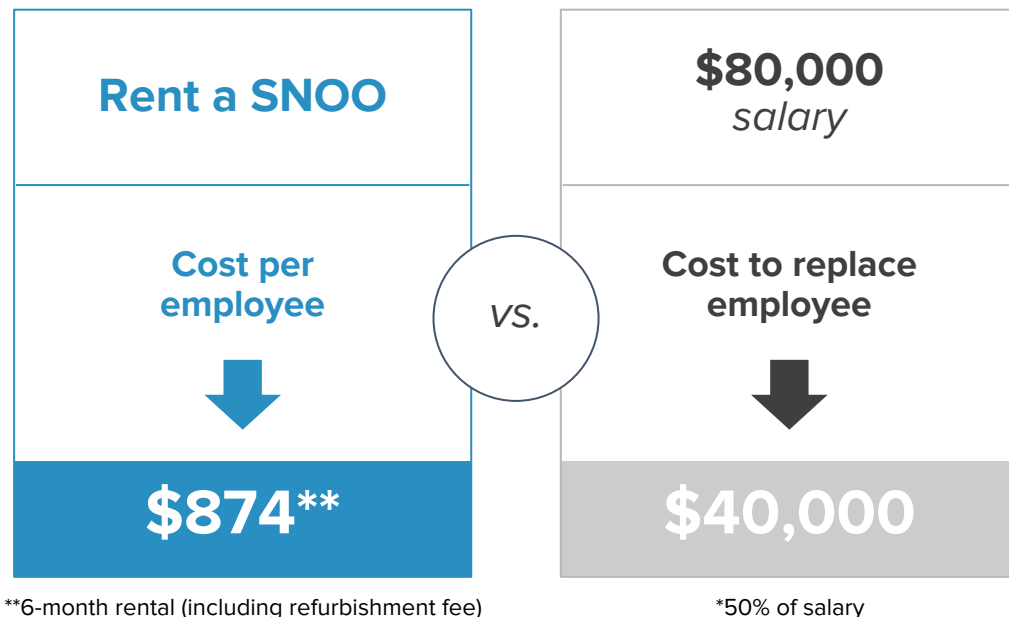
Huge ROI

Retain just 1 person
who might leave due to
parenting strain...

Pays for 50 rentals!

PLUS added ROI from:

- More loyalty
- Less errors/accidents
- Reduced absences
- Lower health costs
- Reduced liability



\$80,000
salary

Cost to replace
employee

vs.

Rent a SNOO

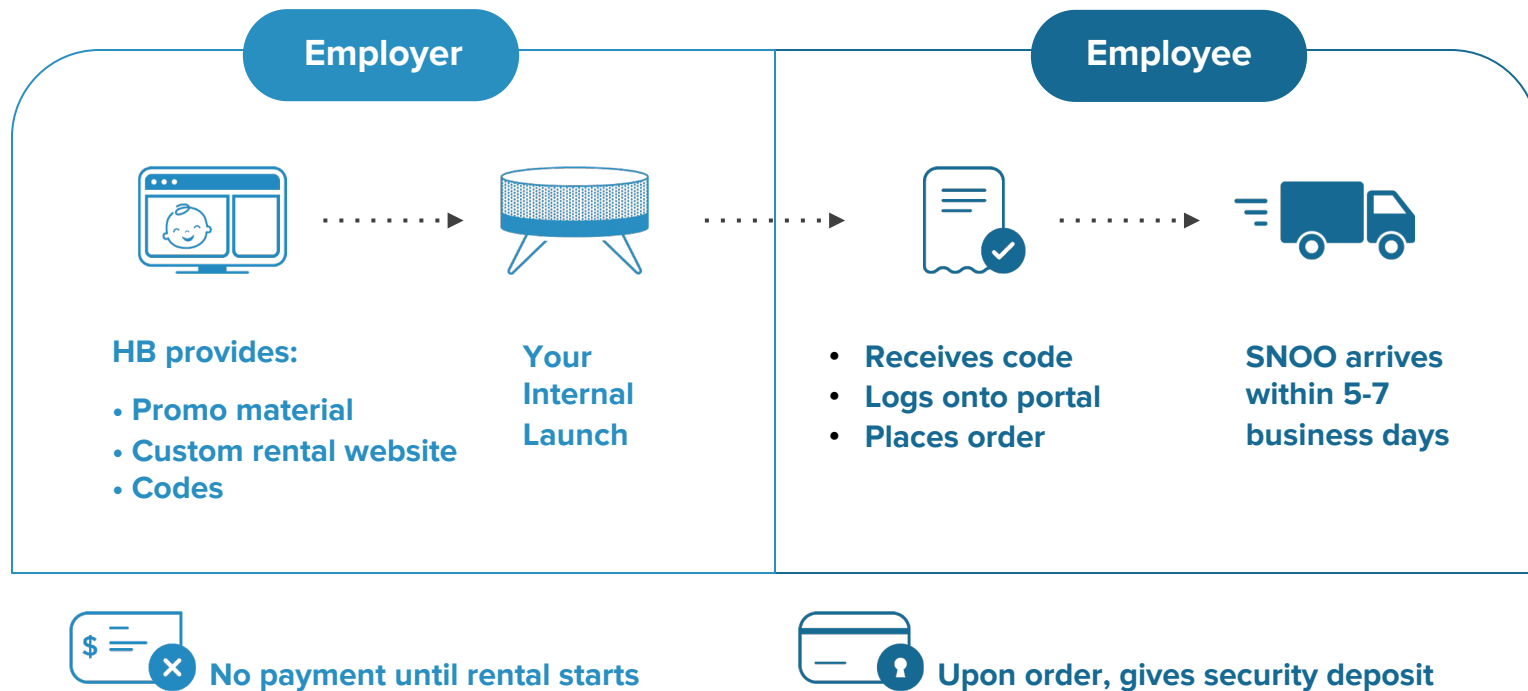
Cost per
employee

\$874**

\$40,000

*Source: www.enrich.org/blog/The-true-cost-of-employee-turnover-financial-wellness-enrich

SNOO Rentals: Fast & Easy



Benefits Managers SNOO, Too!

“

*SNOO is **by far the best benefit we've ever offered**. The feedback is phenomenal.*

RAHAB HAMMAD

*Benefits Manager, **Snap***

.....

*The moms and dads at WW **absolutely love** the SNOO!*

ALANA BUTLER

*Benefits Manager, **Weight Watchers***

*SNOO is the **most raved about** benefit we have!*

MEGHAN MCCLUNG

*Lead, Benefits, **Under Armour***

*Employees are **crazy about SNOO!** It's been an amazing **game changer!***

MILT EZZARD

*VP, Global Benefits, **Activision Blizzard***

”



CONTACT

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**When baby sleeps...
everyone sleeps!™**