

# CARILOHA



## MEDIA KIT 2024

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## CARILOHA

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**CARILOHA IS AN OMNI-CHANNEL BRAND FOCUSED ON SOFT & SUSTAINABLE BEDDING, BATH, AND APPAREL MADE FROM BAMBOO VISCOSE.**

Cariloha's roots are in the islands, and their passion for comfort and sustainability was born there – helping customers sleep, live, and feel every day like they do on vacation through their comfortable, carbon-neutral products.

Becoming a B Corp was a natural fit for Cariloha, as sustainable living has been in their DNA since their inception. One of the founding elements of Cariloha was to find and develop a more sustainable fabric, not to follow a trend, but to forge a new path to help save the planet while creating a premium product they could share with the world.

Cariloha's commitment to sustainability starts at the source — right out of the

ground — and extends all the way to customers' homes. They start with bamboo, working with it from farm to fabric, not integrating it later as an afterthought. Doing so allowed them to develop and release lower-impact products to customers that help them live more comfortably and sustainably.

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

Thanks to an ever-growing, rich supply of bamboo, Cariloha is actively becoming a net-zero carbon neutral company

with a growing fleet of showrooms in 16 countries – all offering premium vacation-inspired comfort and enjoying the soft touch and green footprint provided by their products.

The Cariloha family worldwide has always been about doing good for people and planet and, working together with corporate and showrooms from Hawaii to the Caribbean, they give back and care by volunteering their time, donating their products, and cleaning up their communities through their Cariloha Cares, Sustainable Saturdays, and One Tree Planted initiatives.





## 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.

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



**19.7 MILLION  
MILES**

Driving Emissions  
Avoided<sup>1</sup>



**1.6 BILLION  
DAYS**

Drinking Water  
Saved<sup>1</sup>



**6.1 BILLION  
HOURS**

Bulb Energy  
Saved<sup>1</sup>



## 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

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**2023** – Men's Health, Sleep Award Winner

**2023** – Better Homes & Gardens, Best Eco-Friendly Sheets Winner

**2023** – PureWow, Best Sleep Ever Winner

**2023** – 14-Time Best of State Medal & Statue Winner

**2022** – Women's Health, Healthy Sleep Award Winner

**2021** – Fast Company - World Changing Ideas Winner

**2021** – Cariloha Wins three American Business Awards (ABAs)  
– two gold and one bronze

**2020** – 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

**2020** – 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)

**2020** – Eco-Excellence Award winner for Eco-Friendly Fashion

**2018** – Cariloha won the Ernst & Young Entrepreneur Of The Year® Award and was recognized as a National EY Entrepreneur Of The Year® Finalist



## IN THE NEWS

- Featured in, to name a few: TIME, Kelly Clarkson Show, Travel + Leisure, Oprah Daily, Harper's Bazaar, Better Homes & Gardens, Esquire, The Wall Street Journal, TODAY, Forbes, INC., GQ, Rolling Stone, Cosmopolitan, Glamour, Real Simple, Good Housekeeping, Men's Health, and more!
- Over 1.1 MM Social Media Fans and Subscribers. Partnered with and spotlighted by dozens of celebrity influencers
- Over 48.4 billion media, news and online impressions in 2023.

## AS SEEN ON:

Forbes

CNN

GQ

BUSINESS  
INSIDER

TODAY

Inc.

THE WALL STREET  
JOURNAL

USA TODAY

GLAMOUR

The New York Times

Esquire

Oprah Daily



## 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!"

– BRE



"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

**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 Cariloa Store. Got back home and ordered the Cariloa - 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 continues to make impactful advances toward achieving their Carbon Footprint Reduction Initiative, including but not limited to the following:

**Mattress Recycling** – Diverted 90% of older mattresses from landfills through donation and recycling.

**Renewable Materials** – Replacing non-bamboo blends with post-consumer recycled materials.

**Bamboo Renew™** – Recycling program for post-consumer textiles in 100% of domestic showrooms.

**One Tree Planted** – Thanks to your support, we contributed to planting over 315K trees in deforested areas.

**Packaging** – Transitioning shipping bags to 100% recycled materials.

- 100% compostable shipping bags
- 100% bamboo paper shopping bags
- 50% recycled content in SFI-certified shipper boxes
- 100% recycled packaging fill (no plastic bubbles)
- 100% recycled materials in hang tags

**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).

**Cariloha participated in even more humanitarian aid efforts this past year, including product, monetary and time donations to the following charities in 2023:**

- Maui, HI Fire Relief Efforts
- LDS Philanthropies
- Maui Ola Foundation
- American Indian Services
- Ronald McDonald House Charities
- Choice Humanitarian
- Cure for the Cups





## WHY BAMBOO? SOFT & SUSTAINABLE

### A COMFY WAY TO SAVE THE PLANET™

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

### 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



**SOFT**  
Softer than  
Cotton



**COOL**  
Cooler than  
Cotton



**CLEAN**  
Odor  
Resistant



**GREEN**  
Renewable  
Resource

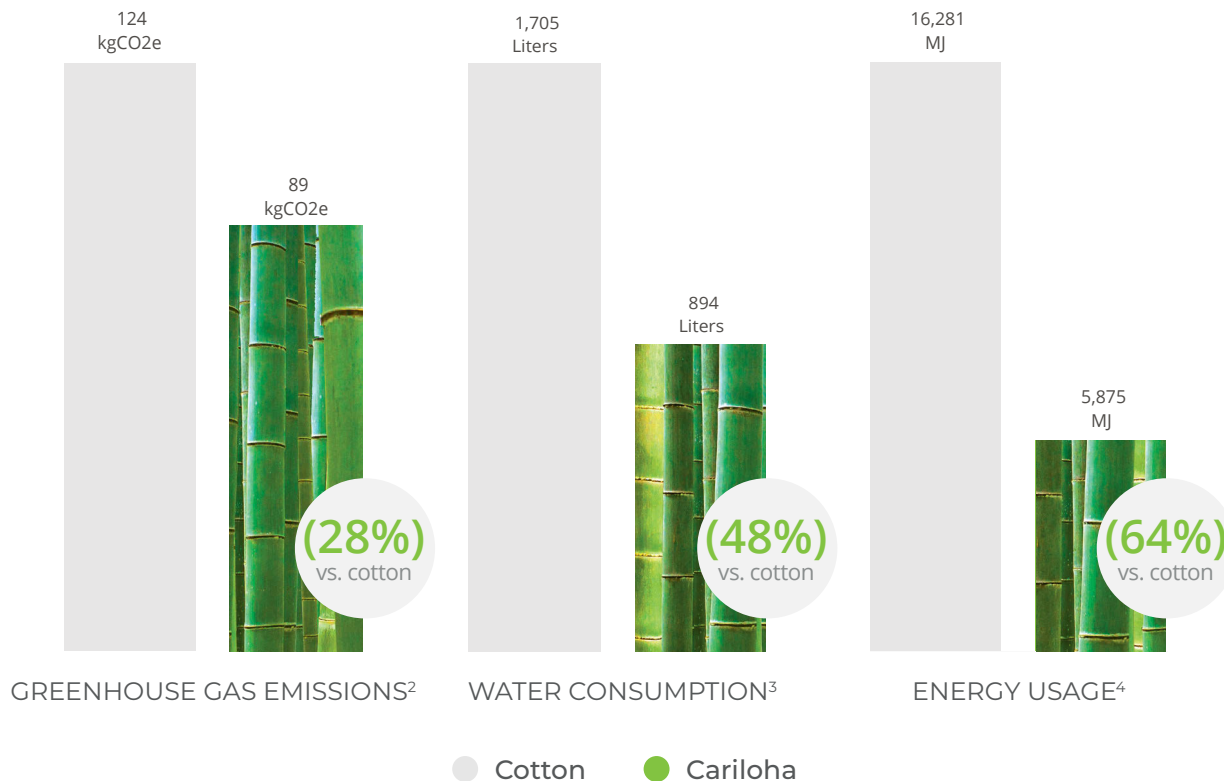
# WE ARE FOCUSED ON SUSTAINABILITY

## 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 kgCO<sub>2</sub>e. Carbon Dioxide Equivalent (CO<sub>2</sub>e) represents greenhouse gases in a common unit.  
<sup>3</sup> Water Consumption measured in liters.  
<sup>4</sup> Energy Usage measured in MJ. Megajoule (MJ) represents a measurement of energy equivalent to 1MM joules.



# THE PROCESS

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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.



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

Cariloha is  
Born

**2007**



Pivoted to All  
Sustainable Bamboo  
Products

**2009**



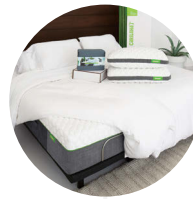
Opened 47,000  
Sq. Ft. Distribution  
Center

**2012**



Launched  
Cariloha's Bedding  
Suite

**2016**



CEO, Jeff Pedersen,  
wins EY Entrepreneur  
of the Year

**2018**



Reducing our  
Carbon Footprint

**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



**2022**

Cariloha Becomes  
Certified B Corp.





## FARM TO FABRIC

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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

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**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.



### 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™ apparel factory and many others to come.



### CERTIFIED B CORPORATION

Cariloha has joined the B Corp community, a group of companies focused on using the power of business as a force for social, environmental, and economic good. The B Corp model provides best-in-class standards and processes that help us ensure we're always fulfilling our mission and elevating our work.



### MADE IN GREEN

This certification ensures that not only are our products tested for harmful substances, but they're also produced sustainably in accordance with OEKO-TEX Standard 100 guidelines.



### 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.



### 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.



### CERTIPUR-US

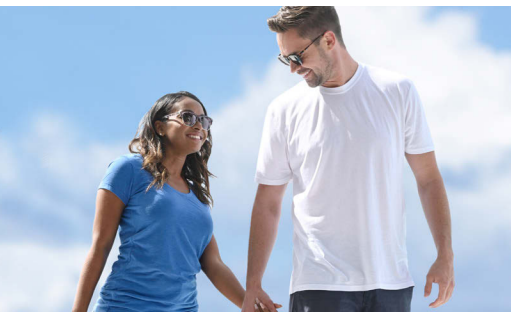
Tested to meet CertiPUR-US® rigorous standards for emissions, content, performance and durability. Approved foams are low emissions for indoor air quality, made without ozone depleters, PBDEs, heavy metals, formaldehyde, and prohibited phthalates. Cariloha mattresses and foam pillows have been certified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



### FOREST STEWARDSHIP COUNCIL

At Cariloha, we strive to use FSC 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.

