

CARILOHA



MEDIA KIT 2024

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CARILOHA

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

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 CARibbean 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.

¹ Source: Green Story Comparative Life Cycle Impact Assessment of Cariloha. Measures impact of Cariloha's sustainable fabrics against cotton, 2008 – Jan. 2024. ² Based on 1.9L per person per day.



**20.6 MILLION
MILES**

Driving Emissions
Avoided¹



**1.7 BILLION
DAYS**

Drinking Water
Saved¹



**6.2 BILLION
HOURS**

Bulb Energy
Saved¹



THE FACTS

FOUNDED

2007

HEADQUARTERED

Salt Lake City, UT

EMPLOYEES

276¹

SHOWROOMS

62²

AVERAGE ORDER VALUE

\$299³

PRODUCT CATEGORIES

Bedding, Bath, Apparel

CARILOHA HIGHLIGHTS

40% compounded annual growth rates (CAGR).⁴

Robust Product Mix – 100% bamboo lifestyle product offering with over 304 different product SKUs.⁵

EXCLUSIVE CRUISE LINE PARTNERSHIPS

Over 11 million cruise passengers visit Cariloha cruise ports-of-call.⁶

WORLDWIDE LOCATIONS

30+ Cruise-Port Showrooms and Growing! Mexico (Cozumel Downtown, Cozumel Intl. Pier, Cozumel Puerto Maya, Cozumel Punta Langosta, Cabo San Lucas, Costa Maya), U.S. Virgin Islands (St. Thomas Crown Bay, St. Thomas Havensight), British Virgin Islands (Tortola), Dominican Republic, St. Lucia (La Place Carenage, Seraphine), St. Kitts, Honduras (Coxen Hole, Mahogany Bay), Puerto Rico (San Juan), Jamaica (Ocho Rios, Falmouth), Grand Cayman, Curacao, Barbados (Bridgetown, Limegrove), Bahamas (Grand Bahama, Nassau Bay St., Nassau Parliament), Aruba, Alaska (Juneau, Ketchikan, Skagway), Florida (Key West), Maine (Bar Harbor)

30+ Resort Showrooms and Growing!

Alaska (Juneau, Ketchikan, Skagway), California (Carmel-by-the Sea, Huntington Beach, San Diego, La Jolla, Solvang), Florida (Key West, Naples, Panama City Beach, Sarasota), Hawaii (Kauai Anchor Cove, Coconut Marketplace, Kukui'ula, Poipu Village), Maui (Shops at Wailea, Whalers Village), Big Island (Kailua-Kona, Waikoloa), Oahu (Waikiki and Kailua)), Indiana (Shipshewana), Maine (Bar Harbor), Nevada (Las Vegas Fashion Show Mall), North Carolina (Outer Banks), Oklahoma (Tulsa), Puerto Rico (San Juan), South Carolina (Myrtle Beach (Barefoot Landing, Broadway), Texas (Galveston, Houston, Plano), and Utah (St. George)

1 As of 12/31/2023. Includes 45 corporate owned and 17 owned and operated by licensees.

2 81 corporate, 33 roadshow and 162 showroom.

3 Source: Cariloha Average Order Value (AOV) based on FY23. Includes only DTC customers and transactions where the customer has provided an email address or is a member of our Bamboo Nation Loyalty program.

4 Represents growth rate from FY21 to FY23.

5 Styles (does not include size/color/screen printed design variants).

6 Based on 2023 projected passenger count per CLIA 2022 Industry Report.



AWARDS & ACCOLADES

2023 – Men’s Health, Sleep Award Winner¹

2023 – Better Homes & Gardens, Best Eco-Friendly Sheets Winner²

2023 – PureWow, Best Sleep Ever Winner³

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

2022 – Women’s Health, Healthy Sleep Award Winner⁴

2021 – Fast Company - World Changing Ideas Winner⁵

2021 – Cariloha Wins three American Business Awards (ABAs)
– two gold and one bronze⁶

2020 – Recognized 8 times on the Inc. 5000 list of fastest-growing companies in America – rare achievement to make the list 8 different years⁷

2020 – Sustainable Green Business Award Winner⁸

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)⁹

2020 – Eco-Excellence Award winner for Eco-Friendly Fashion¹⁰

2018 – Cariloha won the Ernst & Young Entrepreneur Of The Year® Award and was recognized as a National EY Entrepreneur Of The Year® Finalist¹¹

1 Sleep Award Winner, Best Bamboo Bed Sheets, Men’s Health, (July 2023)

2 Best Eco-Friendly Sheets, Better Homes & Gardens, (July 2023)

3 Best Sleep Ever Winner, PureWow, (April 2023)

4 Healthy Sleep Award Winner, Women’s Health, (Sept. 2022)

5 World Changing Ideas finalist winner for Established Excellence, Fast Company, (May 2021)

6 American Business Award winner, Consumer Products and Fastest Growing, (May 2021)

7 Fastest-Growing Companies in America, Inc., inc.com/profile/cariloha, (2020)

8 Green Business Award for Innovation, Utah Business Magazine, (Oct. 2020)

9 Top-Revenue Generating Company, MountainWest Capital Network, (2020)

10 Eco-Friendly Fashion Winner for Men & Women, Eco-Excellence Awards, (2020)

11 Ernst & Young Entrepreneur Of The Year, ey.com/us/eoy/utah_region, (June 2018)



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.¹

Over 48.4 billion media, news and online impressions in 2023.²

AS SEEN ON:

Forbes

CNN

GQ

BUSINESS INSIDER

TODAY

Inc.

THE WALL STREET JOURNAL

USA TODAY

GLAMOUR

The New York Times

Esquire

Oprah Daily

¹ Source: Based on combined numbers acquired from Facebook, Instagram, X, Pinterest, YouTube, and our internal email subscriber list for FY23.

² Source: GreenRoom PR Annual Report for FY 2023.

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 4.4
STARS¹**



"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 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.¹

Packaging:

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

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

¹ Source: One Tree Planted Annual Donor Report as of 12/31/2023.



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

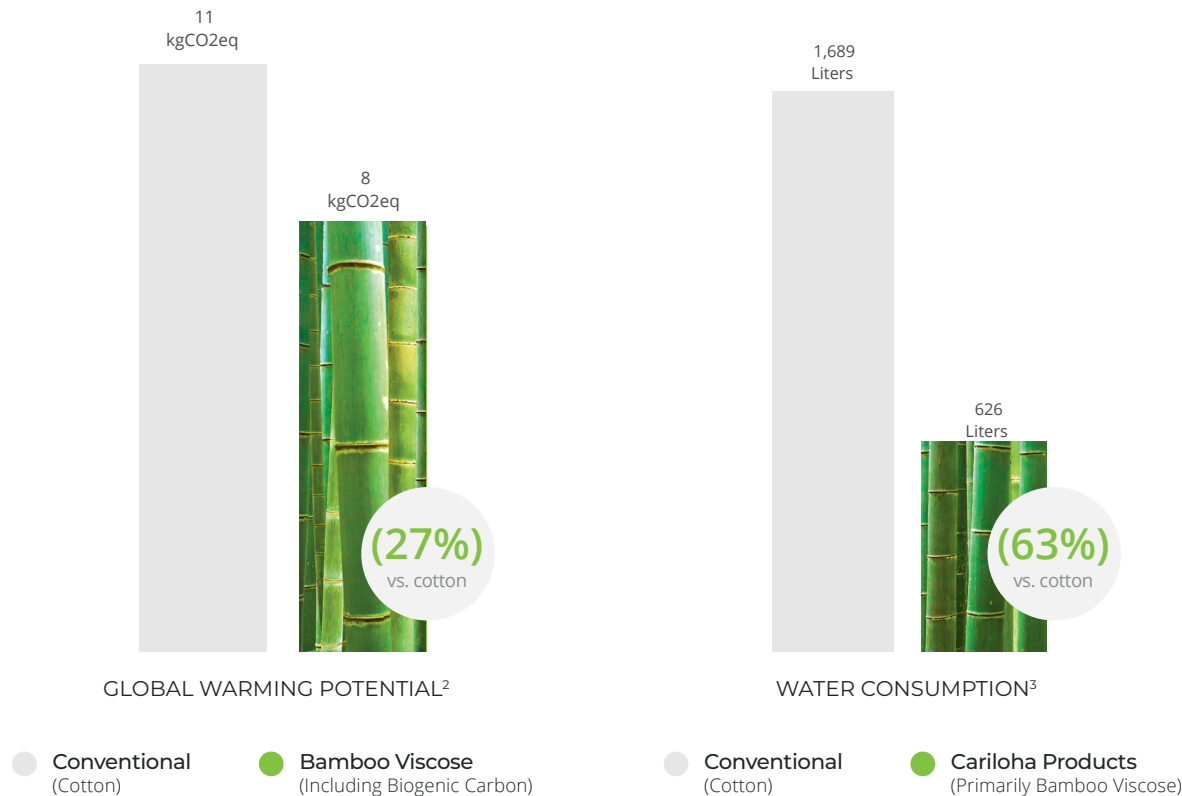
SUSTAINABILITY IS AT THE CORE OF OUR BRAND

Sustainable living is in our DNA – not just part of a brand – 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.¹

Environmental impacts assessed using key indicators including Global Warming Potential (GWP) and Blue Water Consumption (BWC).



CARILOHA CARES BY:

Offsetting 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

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

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

³ Water Consumption measured in liters.

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.



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



2021
B Corp Certified

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.



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 select Bamboo Style™, Bamboo Fit™ and sleepwear products.



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.



OEKO-TEX STANDARD 100

Ensuring that no harmful chemicals were used during production of our bamboo products and are certified to be chemical free. 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.



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. All Cariloha bath towels are Made in Green.



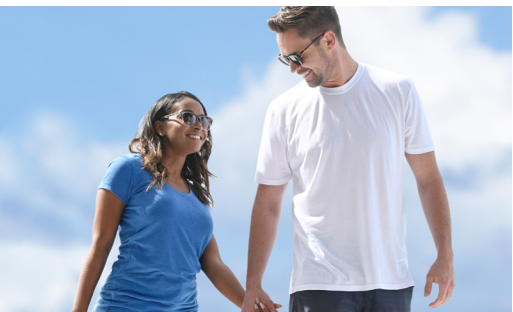
SUSTAINABLE FORESTRY INITIATIVE

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.

