



PRESS RELEASE

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Swedish innovation revolutionizes the global hotel industry

The first priority for any hotel should be to provide a good night's sleep for its guests. This service must however include the guarantee of a comfortable hotel bed; a promise that, so far, has been impossible to keep since all guests have their own unique preferences. That can now change when the Swedish company YouBed introduces a bed innovation providing personalized mattress comfort. Together with Business Sweden, the Swedish Trade and Invest Council, YouBed is now making a global introduction, taking its one-bed-fits-all innovation to hotel chains worldwide.



The Swedish company YouBed has invented a way to adjust the firmness in a high-level pocket spring mattress without compromising on the highest levels of sleeping comfort, simply by using a remote. This one-bed-fits-all solution will be available globally through a unique sleep concept that is believed to be gamechanging for the hotel industry, enabling hotels to finally offer what every guest deserves: the guarantee of a comfortable hotel bed and the best conditions for a good night's sleep.

— Personalized sleep comfort is the missing link that will finally allow hotels to reach their full potential. We hope that many will see this as a great opportunity to upgrade their hotel's offering and competitiveness. I wouldn't be surprised if our innovation creates a paradigm shift within the hotel industry, and it is our responsibility to support this development in the best way possible. We have therefore spent years proving the sleep concept, while also creating the infrastructure and capacity to support an expected global demand, says Mattias Sörensen, CEO and founder of YouBed.

The YouBed Sleep Concept is now being launched globally in a unique collaboration with Business Sweden and other government departments. 44 new YouBed offices - with the capacity to support every market of the world - are already initiating dialogues with regional hotel groups that are expected to lead local introductions around the world.

– YouBed decided early on to use our existing support structures, a shortcut for leading companies to quickly access global markets. As we got involved early in the process, we could tailor our involvement based on this long-term business relationship. We are really proud to be part of the establishment of a new Swedish multinational company, and to support their game-changing innovation in the capacity it deserves, says Fredrik Fexe, Executive Vice President, Head of Strategy and Business Development at Business Sweden.

YouBed is currently available at all Mövenpick Hotels in Europe, as well as in the Scandinavian First Hotels and Scandic Hotels. The YouBed sleep concept is initially only available for corporate brand introductions that include every hotel within the chain. www.youbed.com

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About YouBed

The Swedish company YouBed has invented and patented a new way to adjust the firmness of a high-quality pocket spring mattress. The adjustment is done quickly and easily with the help of a hand control, and without compromising on the highest levels of bed and sleep comfort. You can also fine tune different sections of the mattress independently (shoulders and hips) to achieve optimal sleeping comfort for all users, regardless of height, weight, body shape or preferred sleeping position. The result is the world's first personalized bed that guarantees comfort, opening up huge opportunities and value creation in industries where sleep and beds play a central role.

About Business Sweden, the Swedish Trade and Invest Council

Business Sweden, the Swedish Trade & Invest Council, helps Swedish companies to increase their global sales and international companies to invest and expand in Sweden. Business Sweden helps Swedish companies by shortening time to market, finding new revenue streams and reducing risk. They also help international companies finding new business opportunities, increasing return on capital and being an impartial support. With networks at all levels, they offer strategic advice and tangible support in 44 of the world's most interesting markets. Business Sweden is jointly owned by the state and the business community.



About the company

Founded:	2012
Revenue/Result:	No sales since proof of concept period ended in 2018 to optimize conditions for the global roll out.
Board of directors:	Mattias Sörensen, CEO & founder Stefan Hyltenfeldt, CTO & founder Lars Björklund, Head of IP & former president at Swedish Patent Agency Olle Bergström, GPMO & Operations at Telia
Number of offices:	44
Staff & organization:	About 250 (including consultants), of which 14 are stationed at the Head Office in Stockholm and the remaining at 44 regional offices around the world.
Markets:	Global
Number of owners:	109
Capital raised:	6 million EUR

The innovation

- The Swedish company YouBed has invented and patented a new way to adjust the firmness of a highquality pocket spring mattress, while maintaining the highest levels of sleep comfort at all times.
- You can easily adjust the full mattress or different sections independently to achieve perfect personalization. The adjustment is done easily with a remote that controls the full mattress.
- The adjustable YouBed is based on the latest frame-bed technology, which allows for double layers of pocket springs to work independently over its entire length, to better absorb the weight and body shape of the user.
- The pocket spring system can easily be compressed or released with the remote, making the mattress firmer or softer, while fully maintaining the highest levels of bed comfort. You can also fine tune different comfort zones of the bed, shoulders and hips, to achieve absolutely perfect personalization.
- The hand control will at all times display the exact firmness combination, providing every user with their own unique comfort profile for later use.
- Regardless of height, weight, body shape or preferred sleeping position, a YouBed will accommodate the individual needs of every single user.

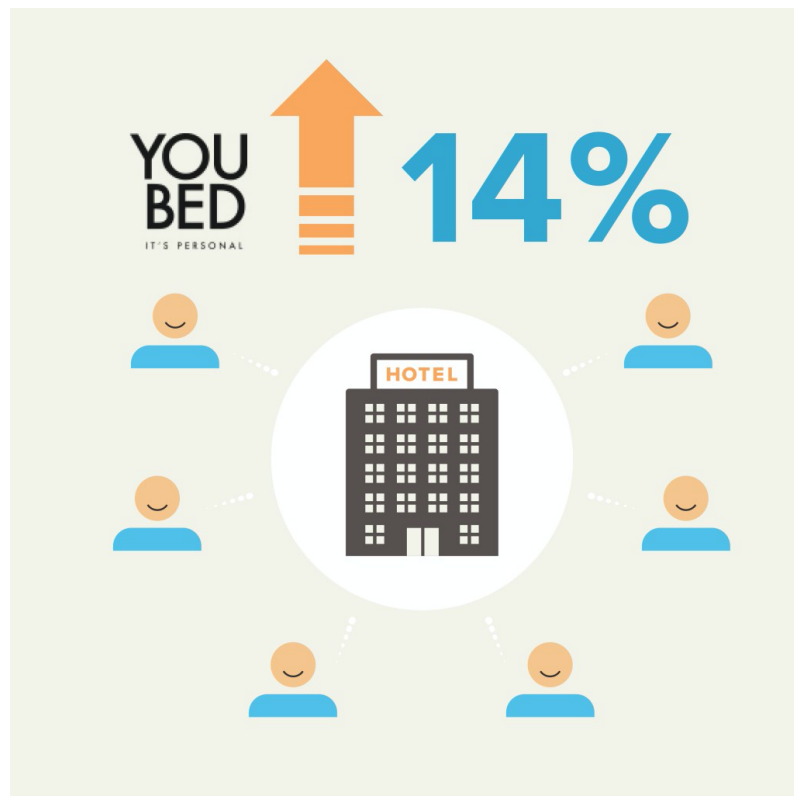


Proof of concept

Based on more than 2 000 sold YouBeds, we have been able to analyze and measure the exact effect of replacing a normal static bed with a personalized YouBed. The results from various studies are extremely

positive, although not that surprising, as they demonstrate the effect of commercializing the industry's core business for the first time.

- A large NPS study showed that the number of Promoters (the highest level of customer satisfaction) increased by a remarkable 14%¹ when a regular bed is replaced by a YouBed (where normally 3-5% is considered a success in regard to increased customer satisfaction).
- Customer loyalty increased dramatically. More than 80% who slept in a YouBed room say they will choose the same room category on the next visit, compared to well below 20% for other room categories.
- The willingness to pay a premium increased and the average room rate rose by 20 Euros² per sold night.
- Room and hotel occupancy increased significantly as a result of its strong ability to attract new guests to the hotel.
- The pay-back period for a YouBed investment is between 3 to 6 months, which means that the investment is repaid 2 to 4 times every year during the life span of the product (16–32 times after 8 years).
- Every hotel chain will be invited to try out and evaluate the concept and its effects before a decision of purchase is made.



¹ <https://www.loopon.com/blog/adjustable-beds-study>

² Average from various revenue and customer satisfaction studies at our proof of concept partners: Mövenpick Hotel & Resorts, First Hotels and Scandic Hotels.