

FACT SHEET



Brand Name	mifold®
Mission Statement	We believe in a future where there is a child restraint for every child, in every car, on every journey, every time!
Historical Fact	mifold is the first significant innovation in the booster seat market since their invention more than half a century ago.
Company Snapshot	The mifold of range of ultra-compact child car safety seats provide compact safety for every adventure . mifold markets solutions that solve the problems of traditional car seats: optimizing seatbelt fit, unparalleled adjustability, utmost portability and a compact size. All mifold seats feature innovative design and advanced engineering and meet or exceed global regulatory standards including UN ECE R44/4 for most of the world, FMVSS 213 for the U.S., RSSR CMVSS 213 for Canada and CCC in China. These benefits drive our vision of a child restraint for every child, in every car, on every journey, every time.
New for 2019	hifold, the fit-and-fold highback booster, is the world's most adjustable highback booster thanks to its MultiFit™ technology with 243 individual settings for a safe and comfy ride!
Products	mifold: the original grab-and-go booster seat mifold Sport: the luxury grab-and-go booster mifold one: the non-folding grab-and-go booster
Target Audience	Parents, grandparents, caregivers and carpool drivers and Uber/ other ride share users who travel with booster aged children, in their own or other people's cars.
Safety Tested	All mifold and hifold seats meet or exceed global regulatory standards including UN ECE R44/4 for most of the world, FMVSS 213 for the US, RSSR CMVSS 213 for Canada and CCC in China.
Real Life Stories	Accidents do happen and grateful families have written in with their lifesaving stories: <i>"You guys just saved the lives of our kids yesterday. We had just landed at JFK and had a car accident on the highway on the way to the city. Two cars out of the 4 involved were a total-loss, nothing happened to our kids, mifold saved them."</i> -- Itay Banayan <i>"We all walked away from the wreck without any hospital stays. I know without a shadow of a doubt that my kids were saved because they were properly placed in car seats and booster seats. I have been wondering how the mifolds would withhold a wreck, and I am now 100% confident in saying they work!! My babies are safe!"</i> -- Kynlyne Huber
Retail Categories	Juvenile, preschool, back-to-school, safety gear, sporting goods, travel, car seats
Contact	Jon Sumroy, CarFoldio Ltd. • (914) 294-3961 • jon@mifold.com 10685-B Hazelhurst Dr. #17695 • Houston, TX 77043 • (800) 437-6540 For press information, samples and images: Lisa Orman • KidStuff Public Relations • (608) 767-1102 • Lisa@KidStuffPR.com
Website	https://mifold.com/
Social Media	Facebook: https://www.facebook.com/mifold YouTube: https://www.youtube.com/c/Mifold Twitter: https://twitter.com/miFoldBooster

BACKGROUND



Whilst car accidents are the leading cause of deaths amongst children, during 25% of car journeys children are still travelling without suitable protection. As consumer behavior changes and transportation needs shift, the mifold company redefines child restraint solutions by providing innovative products that give consumer-friendly solutions that are suitable to the modern consumer.

“I recognized the hassle that comes along with the size of traditional booster seats when my children were in a carpool or getting picked up by their grandparents,” explained mifold inventor Jon Sumroy. “So, I thought if I could design a booster that was very small and very strong, one that kids could take with them everywhere, then they could always be safe no matter whose car they’re in. By creating the ultra-compact car seat category we are moving towards realizing our vision of a child restraint for every child, in every car, on every journey, every time.”

The groundbreaking idea raised more than \$2.6 million through a successful crowd funding campaign before its launch. In the first year of mifold, the compact seat sold more than 300,000 units to customer in over 140 countries. The child car safety parent company, Carfoldio Ltd., was born with headquarters in Israel and offices in London and Houston, TX. Currently one million mifold seats have been sold worldwide, meaning mifold seats are used by hundreds of thousands of children, parents and caregivers every day.

“I got this for our trip and I am so glad I did,” emailed Kymberly W. on Amazon with a five-star review. “It was so easy to just put in the rental car for the week and put back in our luggage to go home. No need to carry around a booster seat.” Chimed in Dan H., another Amazon pleased customer, “This booster seat makes me wonder why traditional booster seats were even made. This thing reinvents the wheel!”

In 2019 hifold has been added to the company’s product range. hifold is the world’s most adjustable and most portable highback booster which thanks to its MultiFit™ technology can be adjusted to 243 individual settings. The MultiFold™ system and lightweight design mean that hifold can fold down to an incredibly compact size.

Both mifold and hifold solve traditional booster challenges by being safe, portable, compact and adjustable

- Safe – Regular booster seats fit the seatbelt to the child by lifting the child up, mifold and hifold do the exact opposite. The patented design holds the seatbelt down and positions the child on the vehicle seat for maximum safety.
- Portable - 25% of child car journeys are without a suitable child restraint. Both mifold and hifold fold down to an ultra-compact size making them convenient for carrying from car to car. mifold and hifold are ideal for those occasions when a regular booster is inconvenient or unavailable including travel, carpooling, car rental, ride sharing and more.
- Compact – The ultra-compact design of both mifold and hifold make them ideal for storage – mifold can even fit in a child’s school bag or car’s glove box! Both seats allow you to fit three car seats in a row and the discreet mifold is ideal for older kids who don’t want to look babyish.
- Adjustable – Both mifold and hifold offer unique features to adjust the seatbelt to fit the child. hifold has 243 individual settings: maximizing the comfort for every child, whatever their size and shape, and continuing to fit as they grow. mifold has three width settings and an adjustable shoulder strap.

A regular booster lifts a child to be in the position of an adult. mifold and hifold do the exact opposite ... instead of lifting the child up, they position the child correctly on the seat and hold the seatbelt down ... it’s that simple. mifold is engineered to protect children from 40-100 lbs and 40”-57”, whilst hifold is suitable for children from 33-100 lbs and 36”-59” tall. Sumroy’s patented design guides the seat belt off the stomach and the neck, making it comfortable, safe and easy to use.

From ^[1]_{SEP} Korea to the USA, mifold is the winner of 14 (and counting) ^[1]_{SEP} international design, parenting and innovation awards including ^[1]_{SEP} the prestigious NASA Tech Briefs Award! in the Consumer Products category. The innovative mifold seat was also recognized by The European Product Design Award (EU) - 2017; The A' Design Award (Italy) - 2017; and the JPMA Innovation Awards (USA) – 2017.

As Sumroy proudly mentions, “we are going through a transport revolution. I am proud that in both mifold and hifold we are providing modern families all over the world convenient and effective ways to keep their children safe.”

BIOGRAPHY



Jon Sumroy **CEO and inventor, mifold**

Originally from Leeds, UK, businessman Jon Sumroy started his 25-year career in London. This inventor of grab-and-go booster seat products holds a Bachelor of Science in the Honors School of Pharmacy from The University of Manchester, England. He is Member of the Royal Pharmaceutical Society of Great Britain. The road from science student to global inventor took detours through three continents!

As his LinkedIn profile attests, “from unlikely beginnings as a pharmacist to my current career as an inventor, entrepreneur and CEO, I live each day by Helen Keller’s motto ... "life is either a daring adventure or nothing."

Jon first touched “digital” in the pre-Internet days as a Unilever manager, working on the Axe brand. He created Unilever’s first-ever digital marketing program, sponsoring rooms in the ‘Virtual Nightclub’ CD-Rom. An early fan of the Internet, Jon was among the first in the traditional marketing world to see the potential in these relatively unknown technologies.

His career has taken him and his family to live in three countries, including 6-months driving across America in a motorhome with his wife and three boys. Soon a fourth child, a daughter, would be added to this dad’s full life.

As the kids grew, so did the carpooling! This *dadpreneur* got the idea for his grab-and-go booster seat products around 2002 during the endless carpool shuffle that occupies so much of suburban life. His growing family was living in Englewood, NJ where he worked at a tech startup.

Ten years later and with job titles that included Chief Marketing Officer, Digital Mentor, Business Consultant and Creative Speaker, Sumroy invented the patented design that took the seat belt off the child’s stomach and the neck, making it comfortable, yet safe. (*Apparatus for adapting a seatbelt for a child* is posted at <https://patents.google.com/patent/US20140152072>). Now he was ready for production and distribution.

“Senior executive roles with large established companies like Unilever and Johnson & Johnson, with digital pioneers like 888.com as well as tiny start-ups had given me broad and varied experiences,” he explains. “Today I feel uniquely placed to bring this all together as I lead a development, manufacturing and distribution business that sells mifold and hifold worldwide over the internet and through traditional retail channels.”

With his global connections, a seed round in August 2013 raised £600,000 on a pre-money valuation of \$1 million. Investors in the round included Yair Geller, founder and owner of advertising agency Geller Nassis Leo Burnett Ltd.; Howard Socol, former CEO of Barneys, New York and JCREW, along with a typical mix of angel investors.

In January 2015, the company closed a Series AA round raising an additional £1.2M. Jam Jar Investments, the venture fund run by the Innocent Drinks co-founders in London, UK led the round. Adam Balon, one of the three founders of Jam Jar Investments, shared, “mifold is a great solution to a real problem. We’ve all suffered that moment when you don’t have a car seat: on holidays, outings with grandparents or school friends. And sometimes there’s a surprise additional child that needs a ride.”

In December 2015, the company closed a second Series AA round of \$1.5m. The round was led by SweetCapital, the King.com (Candy Crush) founders' venture capital fund. Sweet Capital CEO Christian Dorffer said, “We loved mifold when we saw the crowdfunding video and reached out to Jon. mifold is reinventing the child car safety category and disrupting the market.”

Chimes in Sumroy, “most of my career, the task has been to convince people of their ‘needs’ so that they will buy my ‘solution’. With mifold, for the first time, the need is already there. It is a pleasure to bring a product to market that people are waiting for and one that is doing some real good.”