

# Employee Benefit Program

SNOO is “the must-have family-friendly employee benefit!” — **Bloomberg**



## SNOO has 1st ever FDA De Novo approval to keep sleeping babies safely on the back...all night!

SNOO Smart Sleeper is the world’s most advanced baby bed. It solves the #1 new parent struggle: exhaustion. SNOO rocks & shushes all night, quickly calms crying, adds hours to a baby’s sleep, and boosts safety by securing babies on the back during sleep.\*

\*For important safety information <https://www.happiestbaby.com/pages/fda>

### How SNOO Helps



#### Boosts Sleep

Adds 1+ hours of sleep per night\*\*



#### Extra Set of Hands

Like a 24/7 helper...supports & soothes day and night



#### Sleep Reports

Daily sleep logs & fun tips from Dr. Karp on SNOO’s app



#### Peace of Mind

Keeps babies securely on the back with 500M+ hours of safe sleep logged!

\*\*Study of infants sleeping in SNOO for 6 months (n= 114,225; p<0.0005)

### The Problem

With a new baby, exhaustion is not just a nuisance, it can be a risk factor for:

- Marital stress
- Excessive ER visits/medication
- Car accidents
- Unsafe sleeping practices
- Parent and infant obesity
- Workplace errors

**62%** New parents reporting their #1 challenge is exhaustion<sup>1</sup>

**43%** New parents get < 3hrs/night of continuous sleep<sup>2</sup>

**34%** Women who leave their job after childbirth<sup>3</sup>

**50%** Of an employee’s salary: the cost to replace a worker<sup>4</sup>

## SNOO Rental Prices

~~\$159/mo~~ **\$129/mo**

### Rental Rate

Invoiced monthly

Cleaning Fee	\$99.50	(1-time employer payment)
Shipping Fee	<del>\$59.50</del>	(Fee waived, continental US only)
Refundable Security Deposit	\$99.00	(Paid by employee)



### Immediate Employer ROI

- Greater retention
- Less absenteeism
- Higher productivity
- Fewer errors and accidents
- Lower healthcare costs
- Lower liability risk

### We Make It Easy

- No upfront costs or minimum spend
- Nationwide launch in just weeks
- Dedicated website, assets and account manager
- Customized marketing and promotional material
- 7 day/week customer care and free sleep consultations
- Exclusive employee discounts
- NPS 89...100% renewal rate...0% churn!

### Snap Inc.

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

- Rahab Hammad, Benefits Manager



*"Employees are absolutely crazy about it! It's been an amazing game changer!"*

- Milt Ezzard, VP of Global Benefits



*"Our employees love the ease of the process, the product itself, and extra hours of sleep!"*

- Jill Fragoso, VP HR and Administrative Services



*"After 3 wonderful kids we got a surprise...a new baby and a free SNOO from JP Morgan! Thrilled we are ALL getting sleep!"*

- Umer Ayub, Head of Office Management



**For more information, please contact:**  
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