



ENGINEERED FOR SLEEP



OUR IMPACT
2025



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Steve Reid

Simba Sleep Co-Founder & CEO

A MESSAGE FROM OUR CO-FOUNDER & CEO

When we founded Simba 10 years ago, our purpose was to help the world sleep better, using the pioneering sleep technologies we had engineered. But the world has changed: life is busier and more complex, and we are even more aware of the physical and mental health dangers posed by poor sleep. So while our mission of engineering great sleep for all remains, we believe the need for it is greater than ever.

The last decade has also brought us a more acute understanding of the environmental issues we face, and the part we play in them. We still aspire to lead the field of Sleep Tech we believe we must do that responsibly and collaboratively, building on our status as a B Corp certified sleep brand. This year, we're resubmitting our B Corp certification: strengthening our previous submission will give us the opportunity to continue connecting with like-minded brands, and to further improve across those areas where we can have the most positive impact: transparency, supply chain practices and circularity.

We were proud to collaborate in two other important ways in 2025. The first was the launch of our Dreamspace initiative, working with experienced partners like Buttle and Barnardo's to help alleviate bed poverty in the UK. The second was our alignment with the Science Based Target initiative (SBTi); this year saw their validation of both our near and long-term targets, confirming that our decarbonisation pathway corresponds to the best in global climate science, and builds on all our longstanding work on circularity such as mattress recycling and refurbishment.

Looking ahead, we will continue to expand our use of lower carbon materials, embed circular processes across our product range, and provide support to communities where better sleep is needed most. But let us be clear: these achievements are not badges we wear, they're promises we make. They're not end points, they're the start of our next chapter, in which we remain committed to moving forward - with urgency, integrity, collaboration, and innovation.

SIMBA VALUES

Put simply, our aim is to help as many people as possible sleep better, with the help of our innovative sleep technology. But we also pledge to improve the experiences of everyone whose lives we touch as a business, whether that's the customers who shop with us or the people and communities who work with us – as well as individuals or charities who may need our help.

OUR PURPOSE:

To solve the world's sleep crisis by engineering the perfect night's sleep. It's our way of making the planet a better place to be, one great sleep at a time.

OUR PROMISE:

To imagine and create innovative sleep technology that improves the daily life and health of every Simba user.

OUR AMBITION:

To fulfil both our Purpose and our Promise, while always acting fairly, responsibly and sustainably.

OUR PLAN:

To achieve this by focussing on three key areas: **Health, Planet and People**; it's a path which aligns with UN Sustainable Development Goals and our B Corp certification.

OUR CORE PILLARS



01 HEALTH

To counter the negative health effects of poor sleep worldwide by engineering innovative products that solve sleep issues, and by democratising access to quality sleep globally.



02 PLANET

To fight climate change as a business by reducing our carbon footprint, designing more sustainable products, reducing waste, and eliminating harmful chemicals from our processes.



03 PEOPLE

To put people at the forefront of everything we do by fostering a culture of wellbeing and great sleep, a diverse, equitable and inclusive work culture and a framework of ethical working.

THE PRINCIPLES THAT GUIDE US



B CORP VALUES

We consider our B Corp status to be the foundation of all our sustainable and societal goals and part of a global movement working to benefit people and the planet.



TRANSPARENCY

We're committed to full transparency through our business and supply chain, which will enable us to measure and deliver our commitments effectively.



ADVOCACY

We pledge to lead positive change, by sharing our journey and advocating innovation with our customers, employees, suppliers and stakeholders.



COLLABORATION

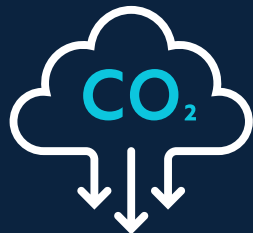
We will seek out and nurture industry-wide partnerships, to validate our ideas and develop problem-solving innovation.

2025 IMPACT HIGHLIGHTS

Our pillars of health, planet and people form the core of who we are – but they also provide us with vital guidance to make as positive an impact as possible.

 Helped over **1.5 MILLION** people sleep better

Developed our own, 3rd party validated, carbon footprint measuring tool for products



Trialling **100%** electric deliveries for accessories in the London and the South East, with more in 2026.



Earned the **edie award for Circular Economy Innovation of the Year**, a Commended entry in the **BRC's Climate Action Roadmap Showcase**, and the **Global Good Awards Silver medal for Circular Economy**. We were also shortlisted for edie's Social Sustainability: **Funding & Livelihoods award** this year.



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

SBTi Validated our Net Zero targets, setting us on track to decarbonise.



Refurbished **15,628** mattress/topper and recycled **35,095** mattresses and toppers, recycling up **36%** and refurbishing up **37%** from last year!

Since 2022 our not-for-profit collection service has refurbished **55,859** mattresses/toppers and recycled another **23,740** (saving **79,635** from going to landfill).



Achieved up to a **14% reduction in kg CO₂e** per kilogram on the upstream logistics of our Pillow range.

Continued our record of **ZERO WASTE** to landfill at our Tier 1 manufacturing facilities



Dreamspace

Launched our **Dreamspace** initiative, partnering with Barnardos, Buttle and Zarach in a commitment to donate **1,000** bed bundles per year to families in need. To date, **481** bundles (bed frame, mattress, mattress protector, duvet and pillows) have been delivered.

Customers have donated to date

£16,810

to our Dreamspace program which has contributed a further **112** number of bed bundles being donated.

EVERYYOUTH

Continued our partnership with **EveryYouth**, delivering **205** mattresses with a value of **£55,300** in 2025 to individuals moving into independent accommodation. We also raised another **£10k** (via donations on our Hybrid® pillow sales) to support their '**Put Youth Homelessness to Bed**' campaign.

Continued our partnership with **The Sleep Charity**, supporting their sleep advice hotline and providing sleep recommendations to customers



Established new partnership with Oxfam, donating **556** mattresses, plus **302** protectors & duvets to sell in their online shop, generating **£220,221.10** to support Oxfam's work tackling poverty and inequality.



SARACENS HIGH SCHOOL

Working with **The Sleep Charity** and **Saracens High School** for our first ever educational series for adolescence and young adults



OXFAM

Crowned Menopause-Friendly Product of the Year

for our Hybrid® Luxe Mattress at the **Gen M MTick 2026 awards**.



Looked into alternative, **lower-impact packaging** like papers and bio-based mattress wrapping.

Continued our record of

100%
TRACEABILITY & AUDITING
of our most immediate, **Tier 1 supply chain**

Increased the percentage of our products containing recycled materials to **86%**



We have also onboarded a leading European mattress manufacturer that places **sustainable innovation** at the forefront of its operations.



Became a member of **SEDEX**, an audit system that ensures our suppliers and factories are consistently protecting people and safeguarding the environment



B CORP: A FORCE FOR GOOD

A B Corp (Certified B Corporation) is a business that has been independently verified to meet high standards of social and environmental performance, accountability, and transparency; **these companies are committed to balancing profit with positive impact on people, communities, and the environment, rather than focusing solely on shareholders.**

Becoming a certified B Corp sleep brand in 2023 was a milestone for us, and our 2023 score of 97.5 was something we remain genuinely proud of; businesses need a minimum of 80 points out of 200 to certify, and most applicants fall between 40 and 100 which makes our score a true reflection of the standards we hold ourselves to. As we resubmit for our B Corp re-certification this year under its new standards, our goal is to build on this and continue improving our impact in a way that is intentional, transparent and ambitious.

But re-certification isn't just a compliance exercise for us. We see it as an exciting opportunity to:

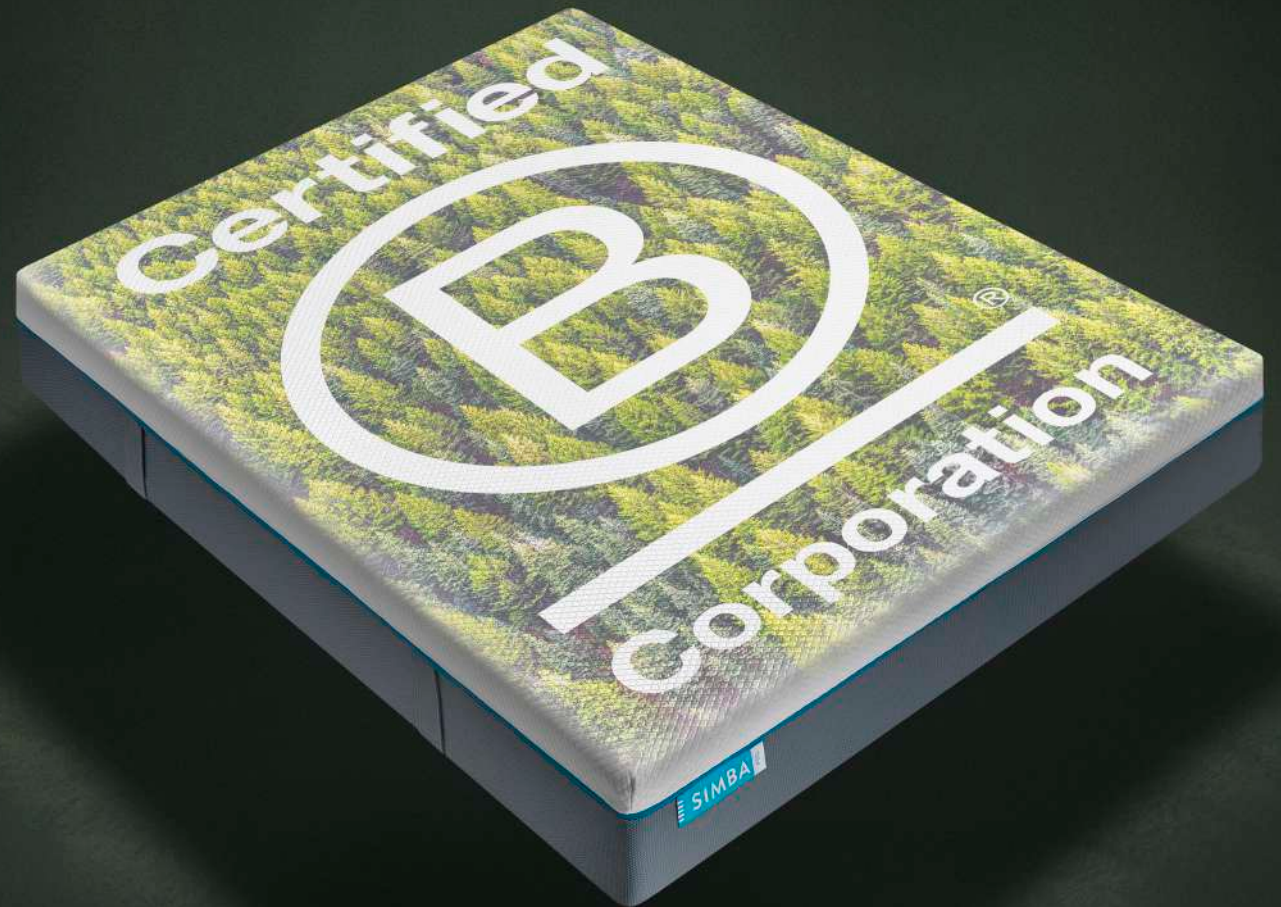
- Show the measurable progress we've made since our initial accreditation
- Strengthen our governance, environmental stewardship, and community impact
- Embed accountability even more deeply across our entire business
- Reaffirm to our customers, partners, and team that we are committed to long term, independently verified, positive impact
- Reconnect with the wider B Corp movement and contribute to shaping its future direction.

WHAT B CORP MEANS FOR US

We're very proud to be a B Corp: it represents everything we strive for as a business, and it's the umbrella that unites our commitment to Health, Planet and People, underpinned by a platform of responsible growth; it also holds us to a level of accountability that mirrors our core values.

For us, being a certified B Corp is recognition that we operate our business responsibly, transparently, and with purpose. For our customers and suppliers, it offers something even more valuable: it's independent proof that we meet the highest standards of social and environmental performance, so they never have to just take our word for it.

As we move into our second decade, our goals are clear: to improve our score, and to make our impact even more positive by aiming higher than before. And through closer collaboration with other B Corps, we aim to amplify what we can achieve, both as an individual organisation and as part of a collective force for good.



SCIENCE BASED TARGETS INITIATIVE (SBTi)



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

For us, protecting the climate is an essential part of our vision to build a brighter future – where great sleep and a healthier planet go hand in hand. To make sure we're doing everything we can to make that a reality, our actions should align with what the climate really needs. And that's why we've set out targets based on science, not just ambition. After measuring our full Scope 1, 2 and 3 emissions, we understood exactly what our impact was. And we joined the Science Based Targets initiative (SBTi), to ensure our commitments were credible, realistic, accurate and – most importantly – independently assessed. Our targets were officially validated in January 2026, confirming we're fully aligned with what's needed to protect our planet in the near and long term.

THE SPOTLIGHT ON SCOPE EMISSIONS

Scope 1, 2 and 3 emissions are otherwise known as categories of greenhouse gas emissions that businesses often use to classify their own. Knowing what they are and where emissions might occur helps a company – like Simba – assess and manage them.

SCOPE 01

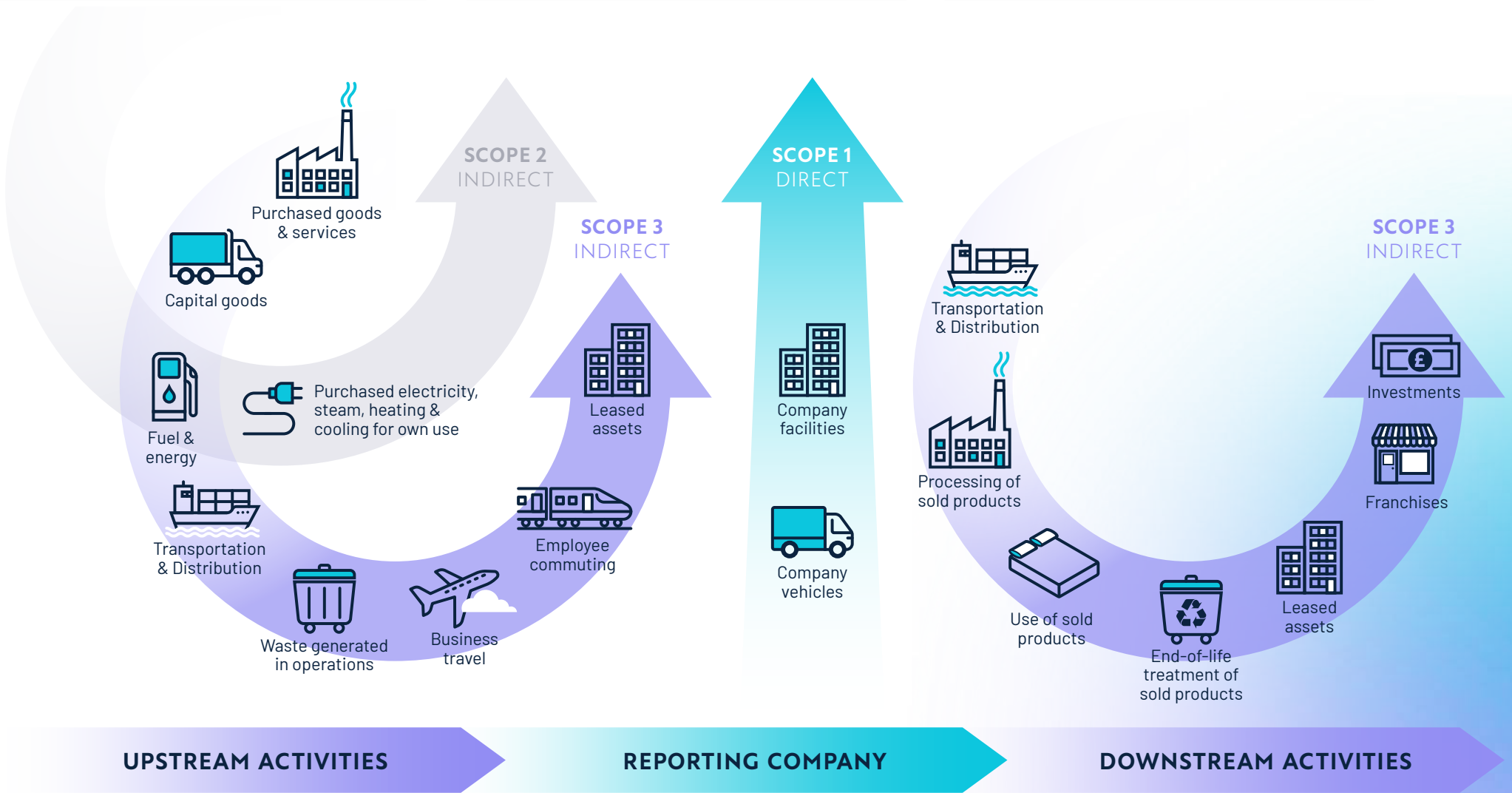
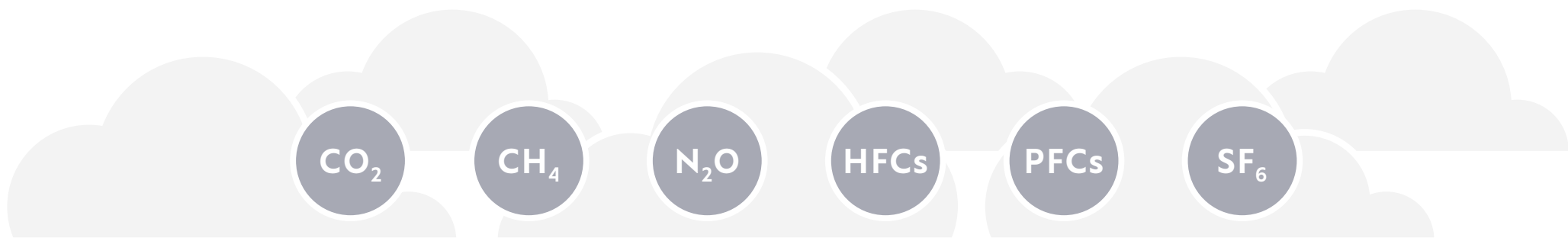
Direct emissions from sources owned or controlled by a business, like fuel combustion in factories, vehicles or grounds.

SCOPE 02

These refer to **indirect emissions** generated by reporting or connected companies from things like electricity, heating and cooling.

SCOPE 03

Every company has a value chain: upstream links like suppliers, raw materials or manufacturers, and downstream ones like product use and end of life options. Scope 3 emissions come from these parts of the chain.



WHAT **SBTi** MEANS FOR **SIMBA**



Having ambitious goals is one thing, but having Science Based Targets means we've got credibility, transparency and science helping us make a real impact. So our customers, partners and communities don't have to just take our word for it – they can see us sticking to it. But it also goes beyond that, in strengthening our roadmap to Net Zero, and reflecting our determination to play a truly meaningful role in tackling the climate crisis.

HERE'S WHAT SBTi GIVES US:



ALIGNMENT AND ACCOUNTABILITY

Joining the SBTi means our climate actions are aligned with global scientific guidance.

And since they're verified and not self-set, they hold us accountable for the actions we take. We've measured our full Scope 1, 2 and 3 emissions to understand exactly where we need to reduce our impact.



INDEPENDENT VALIDATION

We were approved to set Science Based Targets in December 2024, and in January 2026 our near term and long-term targets were officially validated by the initiative. Having this validation means we can be sure our pathway matches what science says is needed to help protect the planet.



CLEAR DIRECTION

Even the smallest goals need direction to stay on track. SBTi validation gives us a defined roadmap for cutting emissions across our operations, supply chain and product lifecycle while supporting our long-term Net Zero ambitions.



TRANSPARENCY

We refuse to 'green wash', which means being honest about our targets and actions, emissions and numbers. With SBTi validated targets, our climate commitments are externally reviewed, independently assessed and publicly accountable, offering clear visibility on the progress we make over time.

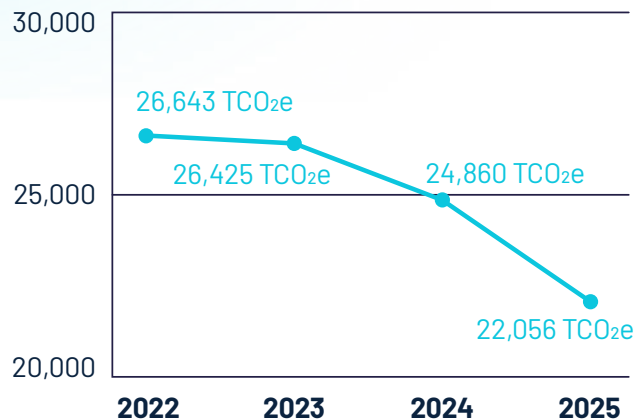


LONG TERM COMMITMENT

Great sleep should never come at the planet's expense – something Science Based Targets help with. They guide every decision we make as we work to reduce our environmental impact both in the short term and year after year.

OUR JOURNEY TO DATE

PRODUCT EMISSIONS

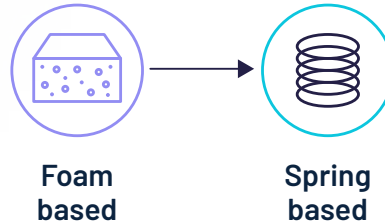


In 2025 alone, product carbon footprint fell to **22,056 TCO₂e***, continuing a clear downward trajectory from **24,860 TCO₂e** in 2024 and our 2022 baseline of **26,643 TCO₂e**.

*TCO₂e stands for 'tonnes of carbon dioxide equivalent' - a standard unit used to measure greenhouse gas emissions by converting different gases into a common scale.

REDUCTION IN MATTRESS EMISSIONS

The most substantial progress came from our mattress range, where emissions decreased from **23,769 TCO₂e** in 2022 to **17,396 TCO₂e** in 2024.



This improvement was mostly driven by our transition from foam-based designs to predominantly spring-based Hybrid® mattresses. This shift in materials meant we saw a huge 18% reduction in mattress emissions, with over **3,763 TCO₂e** saved in 2025 alone.



In more visual terms, you'd have had to plant a forest the size of **85 full-size football pitches** (and wait ten years for the trees to reach maturity) to save an equivalent amount.

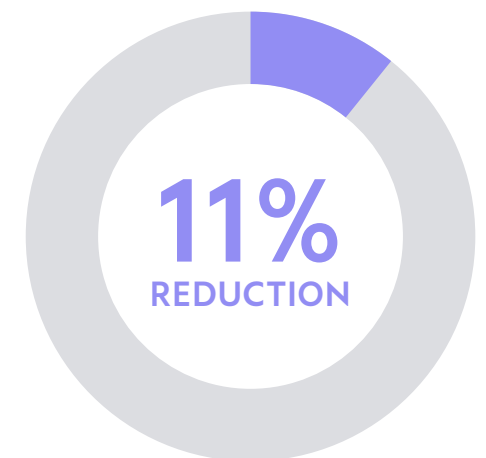


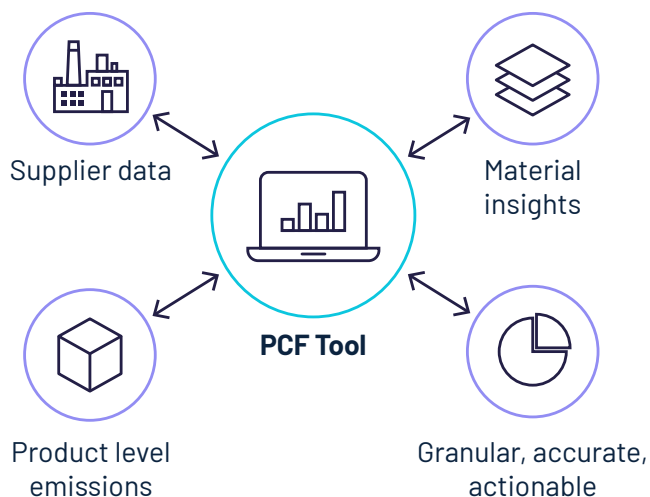
3,763 TCO₂e
saved in 2025 alone

NET EMISSIONS

Although we're working hard with our suppliers on a range of innovative advancements in foam to reduce its impact, we estimate that had we remained with our previous foam-based models, emissions between 2022 and 2024 would have **increased by 10%**.

Most mattresses remain spring based, but despite a small amount being moved back to foam during product development, our net emission benefit for the entire mattress range from 2022 to 2025 is still an **11% reduction**.



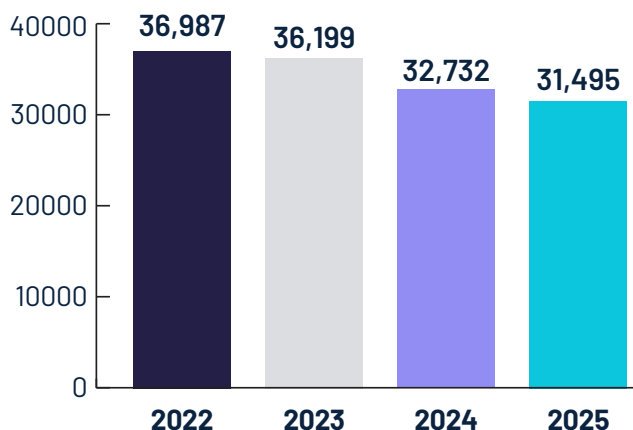


MORE ACCURATE INSIGHTS

We've also introduced an inhouse Product Carbon Footprint Tool, which uses supplier-fed primary data instead of the industry averages most companies go by. This has significantly improved the granularity and accuracy of our reporting, providing clearer insights into product level and material level emissions and allowing us to carry out more targeted interventions across the supply chain.

ECONOMIC INTENSITY TARGET

The improvements we've made are already reflecting on our economic intensity target. This is how much carbon emissions you produce relative to your economic output – which means we're now producing **348 TCO₂e per £million, down 23% from 451 TCO₂e per £million.**



ORGANISATIONAL EMISSIONS

Beyond product emissions, our total organisational emissions have also decreased, falling from **36,987 TCO₂e** in 2022 to **32,732 TCO₂e** in 2024, and further to **31,495 TCO₂e** in 2025. This is all down to material innovation, enhanced data accuracy and improved emissions management.

ACCESSORIES & FURNITURE EMISSIONS

Accessories and Furniture emissions rose over the same period, increasing by **1,509 TCO₂e** and **169 TCO₂e** by 2025, but these were thankfully outweighed by the substantial reductions achieved within our mattress category.



CIRCULARITY & END-OF-LIFE

We have also delivered significant improvements in end-of-life management, saving **4,756 TCO₂e** by recycling and refurbishing mattresses and diverting them from landfill.

THE FUTURE WITH SBTi

We've come a long way in our journey to more responsible sleep, but we know there's a lot of room for improvement. But in the near future, we're expecting to see significant reductions from the uptake of electric arc furnace steel. This is steel made by melting metal, usually recycled, using electricity instead of burning fossil fuels; it's estimated it could reduce our emissions by up to 60%. We're also committed to transitioning to lower-carbon foam solutions, and our operations team will trial an 100% electric fleet to deliver accessories in 2026, with a view to transitioning one of our larger distributors to ~50% electric delivery by 2030 (including mattresses).

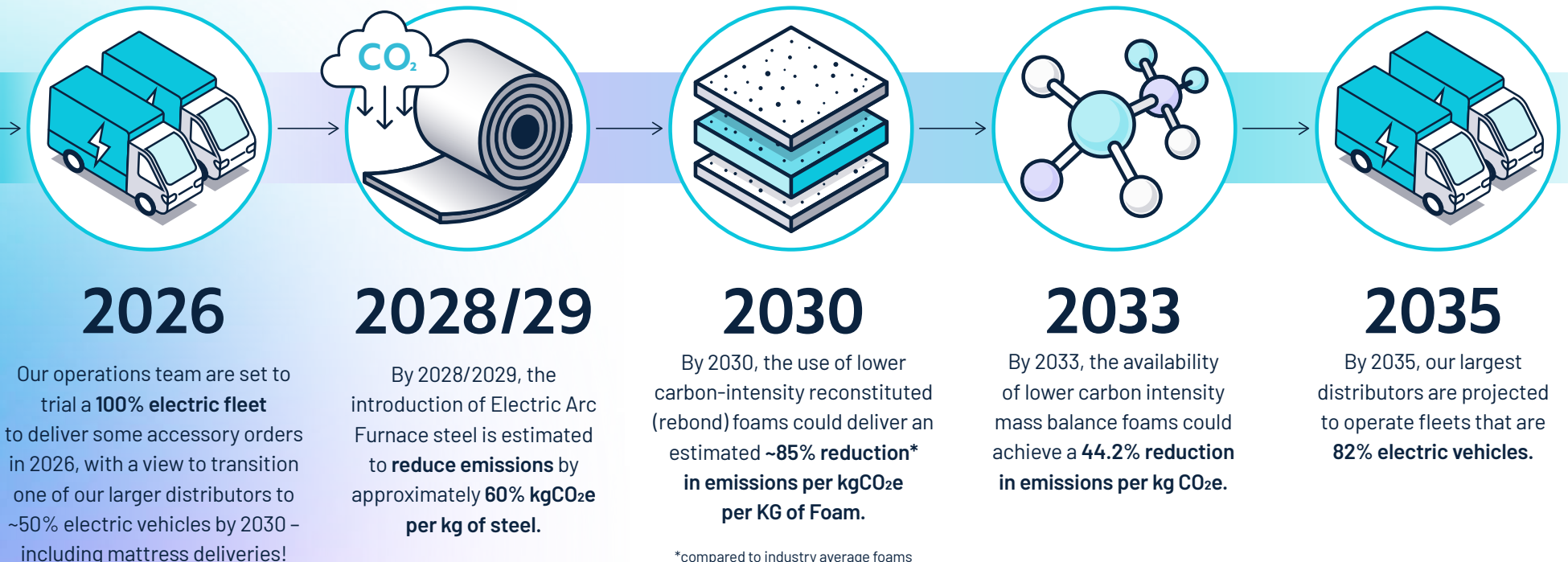
OVERALL NET-ZERO TARGET:

to achieve net-zero greenhouse gas emissions across the value chain by **2050**.

NEAR-TERM TARGETS:

to maintain zero absolute scope 1 GHG emissions from 2022 through 2035, to increase active annual sourcing of renewable electricity from 0% in 2022 to 100% by 2030, and to reduce absolute scope 3 GHG emissions 40% by 2035 from a 2022 base year.

REDUCTIONS WILL BE SEEN FROM:



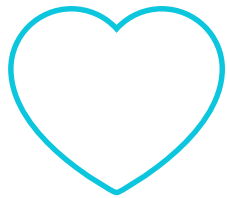


SIMBA AT HEART

As a proudly certified **B Corp** business, we're always thinking about our **impact on the world**. It's at the heart of all we do. Our core pillars guide our every action to ensure we do the best for **health, planet and people**.

OUR CORE PILLARS

These three pillars are based on key B Corp principles and were developed with our strong ESG (Environmental, Social and Governmental) agenda – keeping us aligned with UN Sustainable Development Goals.



01 HEALTH

To counter the disastrous health effects of poor sleep worldwide by:

- Engineering a range of innovative products and services that solve common sleep issues
- Accelerating and democratising access to quality sleep products globally.



02 PLANET

To fight climate change as a business by:

- Reducing our carbon footprint
- Designing more sustainable products
- Reducing waste
- Eliminating harmful chemicals from all our processes.



03 PEOPLE

To put people first and at the forefront of everything we do by:

- Fostering a culture of wellbeing, founded on great sleep
- Cultivating a culture of diversity, equity and inclusivity in our workplace
- Building a cultural framework of ethical working fully committed to the Modern Slavery Act
- Supporting the communities around us.

B CORP GOVERNANCE VALUES



OUR IMPACT: **HEALTH**

01 HEALTH

From the start, **Simba's purpose** has always been to **help people sleep better** – and to address the global sleep deprivation crisis. How? By engineering **advanced comfort technology**, expertly crafting mattresses and accessories that solve the most common sleep problems: overheating, inadequate support and partner disturbance. But to help as many people as possible experience healthier, **quality sleep**, we've also developed initiatives to bring it within a broader reach.



HEALTH: WHAT'S NEXT?

Our mission is to enhance people's health and well-being by providing superb, innovative sleep products and support – and we'll continue to do that for as long as possible.

GOALS FOR THE FUTURE

1. Develop new sleep products which combine our advanced technology with natural materials – just like we did with our Natural Hybrid® range – expanding beyond mattresses to include pillows, beds and even mattress toppers within this repertoire by 2028
2. Develop new technologies for temperature regulation in our mattresses and accessories by 2028
3. Ensure 100% of all our cover materials are OEKO-TEX certified by 2028, as the ultimate safeguard against harmful substances.
4. Launch next-generation sleep technology in the Hybrid® Ultra to deliver measurable improvements in sleep quality by 2030.

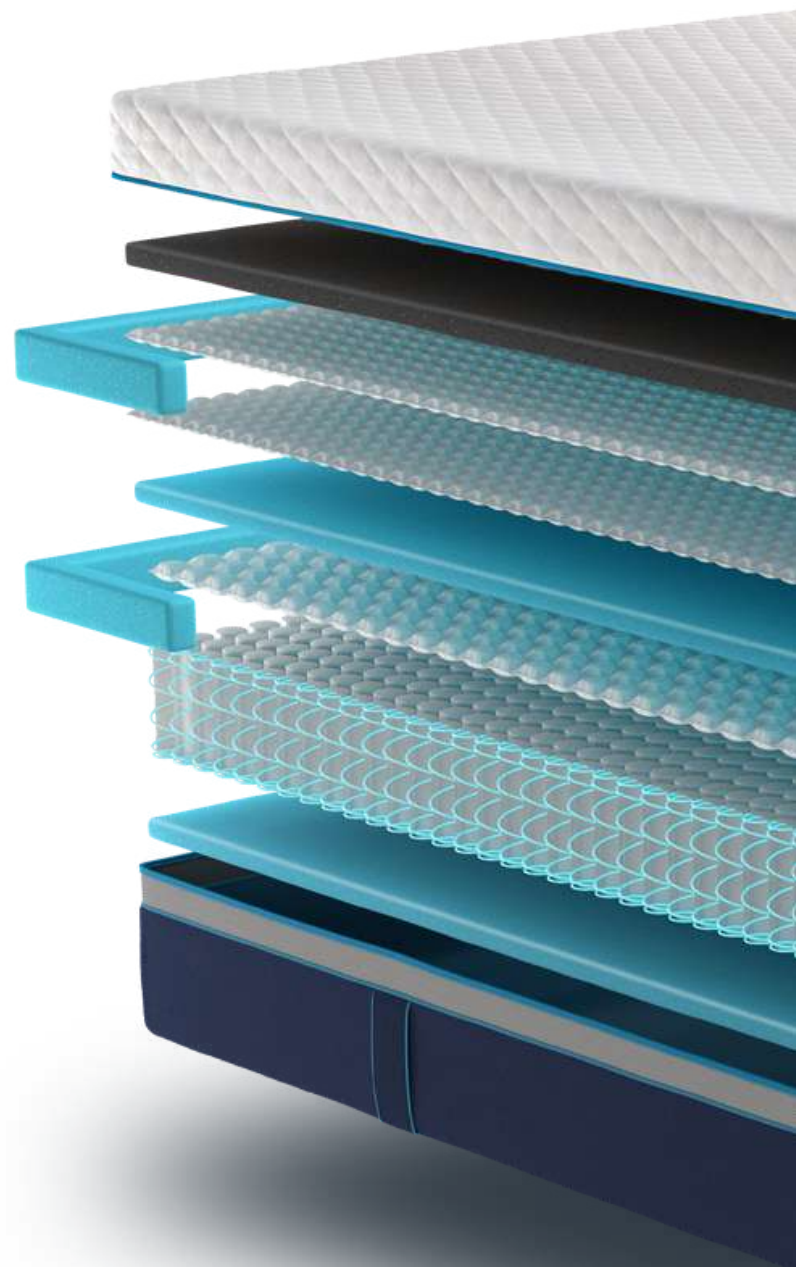
THE HYBRID® PRO BREEZE MATTRESS

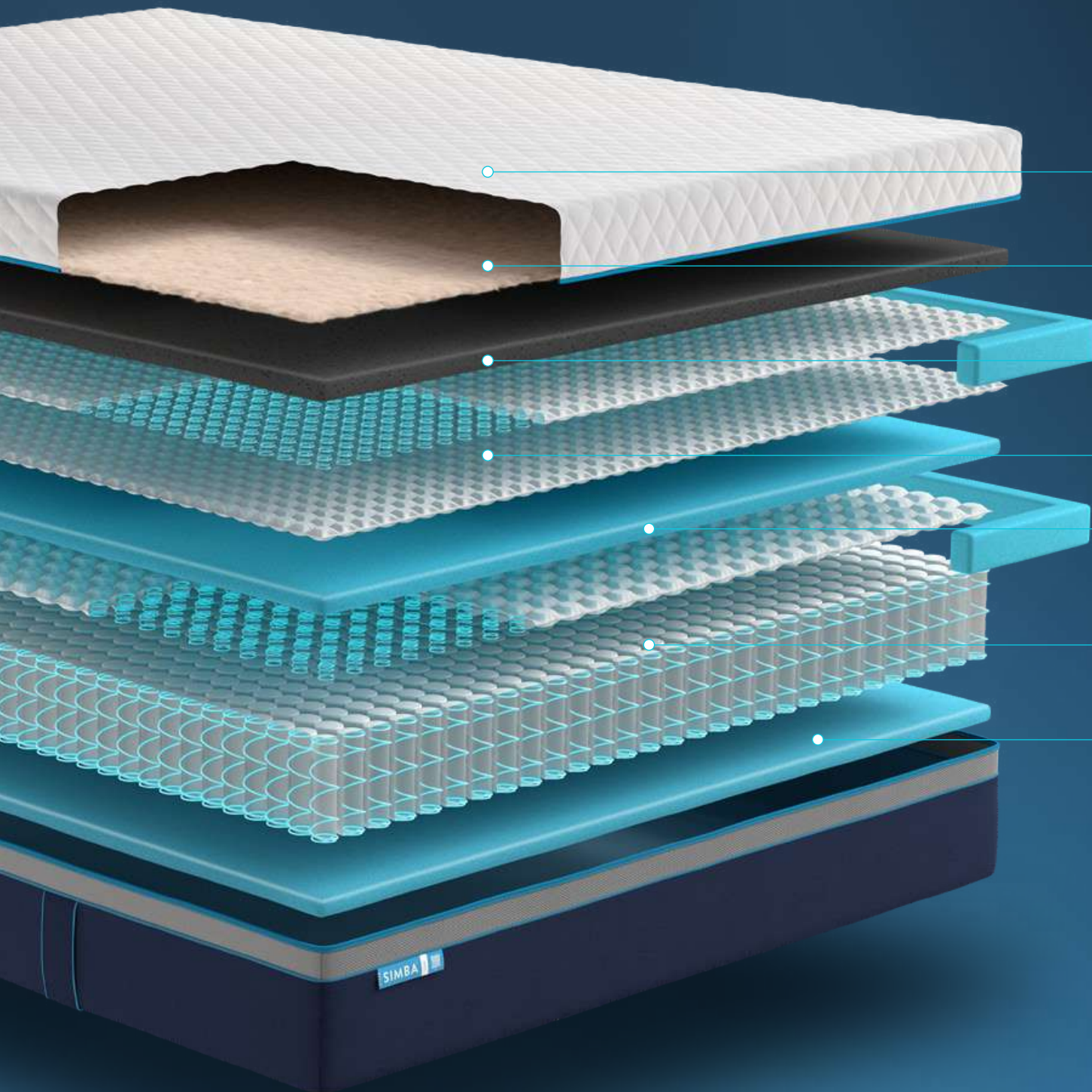
In 2025, we were delighted to partner with QVC to create an exclusive Hybrid® mattress, specifically designed to deliver a cooler and more comfortable night's sleep for QVC's core audience of women aged 35 to 54.

It was a direct response to customer feedback, which highlighted a need for better temperature control, easier care and more consistent support – especially for women experiencing night sweats or disrupted sleep. So we took the very best of our advanced technology to create a mattress that makes a real difference.

So what makes it special? Our cooling Stratos® cover keeps sleepers cool and is easily removed for machine washing, while under that is a layer of soft, resilient British wool which helps regulate temperature and moisture evaporation. A comfort layer of airy graphite-infused Simbatex® foam draws heat away from the body and is joined by a layer of high-density CertiPUR® verified foam for extra cushioning. A layer of up to 1,900 Aerocoil® microsprings compress individually in response to weight and movement to offer targeted support and minimise motion transfer, while up to 1,000 SupportCore barrel springs offer a supportive, durable base,

We designed our Hybrid® Pro Breeze mattress to provide the cool and reliable support peri and menopausal women need, so we're delighted that it's already been awarded the M-Tick from Gen M, signalling its status as a credible menopause-friendly product.





REMOVABLE COVER WITH 'COOL-TOUCH STRATOS®

BREATHABLE WOOL LAYER

OPEN STRUCTURE GRAPHITE
INFUSED SIMBATEX®

DOUBLE TITANIUM ALLOY
AEROCOIL® SPRING LAYERS

CERTIPUR® STABILITY LAYER

ANTI ROLL-OFF SUPPORTCORE™ BASE

HIGH-DENSITY FOAM BASE LAYER





02 PLANET

The sleep industry sees too many mattresses being sent to landfill every year, a number we know we need to cut. But we also know that great sleep can be **smarter and more responsible**.

By reducing our use of carbon-heavy materials, incorporating even **more circularity** across our business by reusing the mattresses returned to us under our comfort guarantee, we can make a real, **positive difference** to our planet.

Since becoming a B Corp and committing to the Science Based Targets initiative, The Climate Pledge, and the BRC Climate Roadmap, we've carried out a full review of how we measure and report our emissions to shape a clear carbon reduction roadmap. Resulting in a ripple effect across our operations, our supply chain has advanced rapidly, too: two of our largest suppliers have now set Science Based Targets and completed LCAs on their materials, and another has achieved B Corp certification.

We've also made headway to better understand our product impacts, developing an inhouse, third-party verified Product Carbon Footprint tool. This gives us far more accurate and consistent data, improves reporting efficiency, and highlights the carbon hot spots within our mattresses, enabling us to target reductions and design lower impact products with much greater precision. We also recognise that while a portion of our products still use foam, we believe supplier innovation in this area currently could see an up to 51.5% reduction in TC02e emissions.

PLANET: WHAT'S NEXT?

There are always new avenues we can take to increase our positive impact on the planet. We've already committed to achieving net-zero emissions by 2050 in line with the Science Based Targets initiative (SBTi), holding ourselves accountable every step of the way. But we want to go further in prioritizing sustainable materials, reducing waste, and minimizing packaging – innovating to lessen our footprint for a more sustainable future.

GOALS FOR THE FUTURE

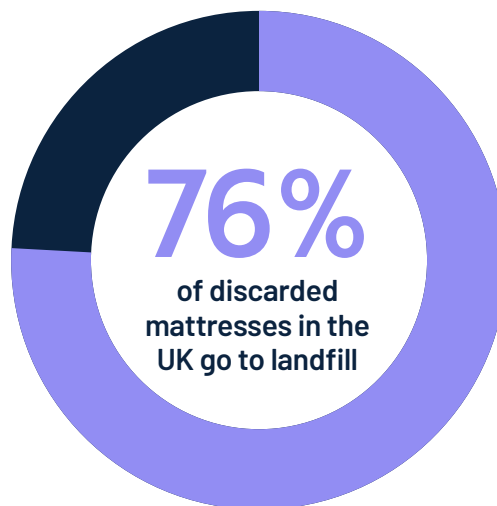
1. In line with our recently verified SBTi targets, we aim to reduce carbon emissions from our products by 40% by 2035 – using our 2022 numbers as a baseline.
2. Continue to source at least 85% of cotton (by weight) from sustainable sources such as Better Cotton or Organic Cotton.
3. Aim for at least 80% of all our synthetic fibres to be recycled fibres by 2030.
4. We're determined to have a 20% reduction in plastic packaging across our mattresses by 2030.
5. Launch Digital Product Passports across 100% of our mattress models by mid 2026, providing both customer facing information and end of life guidance for recyclers.
6. Innovate to introduce lower-carbon foam into at least one high-volume, mainstream mattress model, based on annual sales volumes by 2030, leading to up to 51.5% reduction in TC02e emissions.
7. Trial an 100% electric vehicle fleet for our accessories deliveries.

SIMBA AND CIRCULARITY

The NBF (National Bed Federation) discovered that 76% of the UK's discarded mattresses head to landfill every single year – around five million! So we set out to change that, creating an actionable, sustainable strategy to grow our circularity.

REDESIGNING FOR A CIRCULAR FUTURE

Last year we redesigned our mattresses to make end of life recycling more straightforward, increasing the use of recycled content and scaling both refurbishment and genuine recycling services. These actions have diverted tens of thousands of mattresses from landfill and have avoided more than 8 million kilograms of CO₂ since 2023.

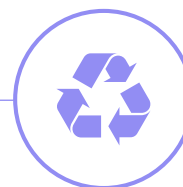


5 MILLION+
mattresses go to landfill
every year in the UK

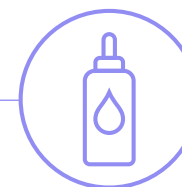
 **Our mission is
to change this**



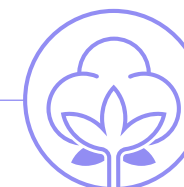
**Removing blended
comfort layers**



**Increased recycled
content**



**Reducing
adhesive use**



**Selecting higher value
mono materials**

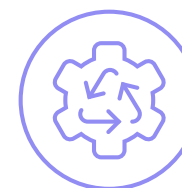
MEASURABLE IMPACT SINCE 2023



Collect



Refurbish or recycle



Recover materials



**Reuse &
remanufacture**

DIGITAL PRODUCT PASSPORTS

This year, we built on that foundation with the introduction of our Digital Product Passport, enabled by embedded RFID technology.

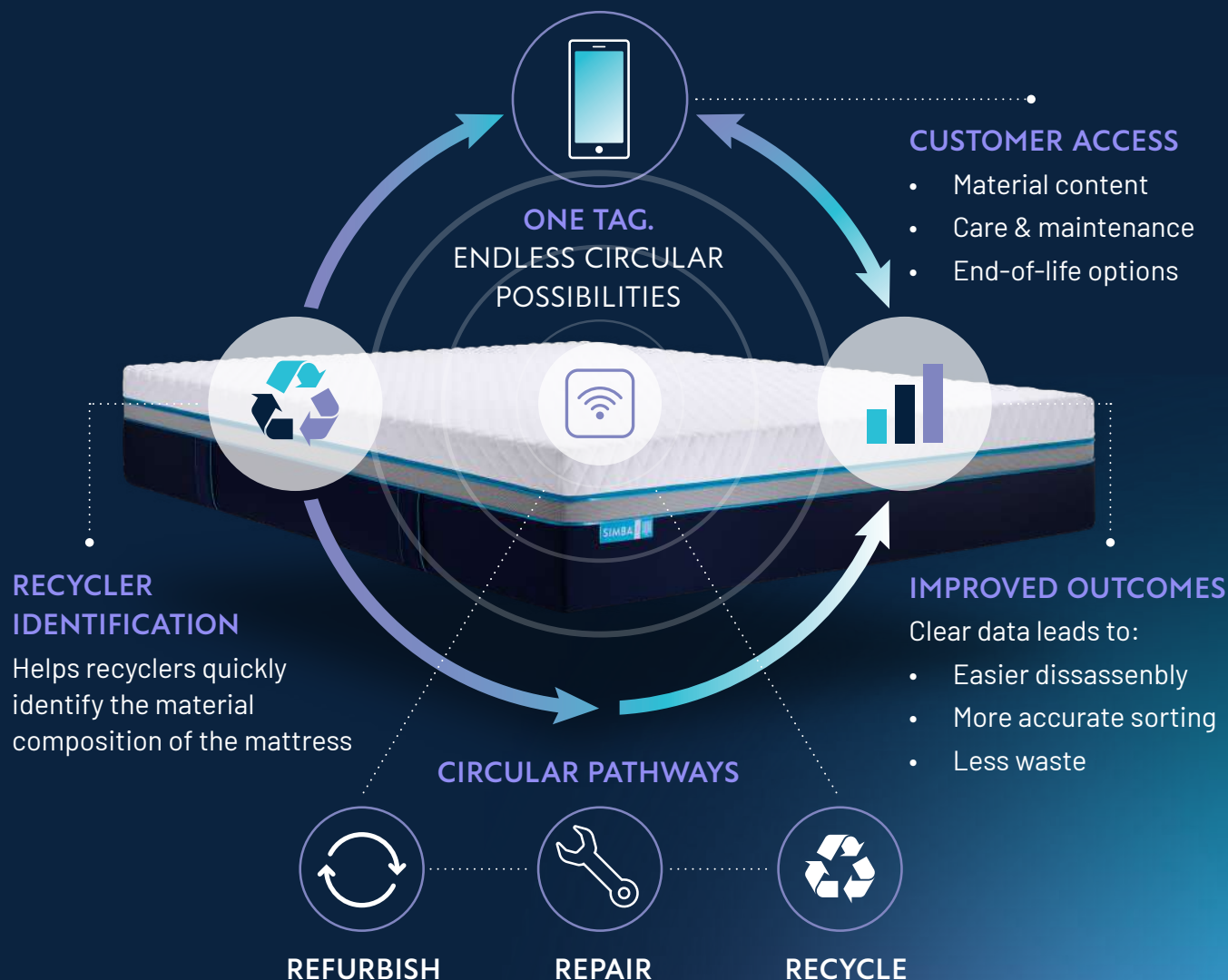


23,500+

RFID tags activated and implemented during 2025

Each RFID tag provides customers with direct access to clear, practical information about their mattress, including material content, care and maintenance guidance and the available end of life options such as refurbishment, repair or recycling. The aim is to extend product life where possible and give customers the information they need without complexity.

But this RFID tag is two-pronged: the same one supports recyclers by allowing them to quickly identify the material composition of a mattress, making disassembly easier, more accurate and efficient. The recycling industry often struggles to understand what is inside a mattress, which can lead to unnecessary downcycling or waste. Providing this level of clarity helps recyclers separate components correctly and improve recovery rates.



The introduction of **Digital Product Passports** represents a practical step forward in designing mattresses for a fully traceable and efficient circular lifecycle. It supports better customer decision making during use and more reliable material recovery at end of life, strengthening the foundations of our circular product strategy. We hope to reach full rollout in our mattresses and toppers during 2026.



03 PEOPLE

Protecting the planet means **caring about the people** on it – so we're dedicated to supporting the well-being of our **staff, customers,** and the **communities** around us. From charity donations and volunteering, to launching our very own initiative to tackle bed poverty, we want everyone to have **access to great sleep.**

PEOPLE: WHAT'S NEXT?

People are at the heart of Simba, and we know there's no better way to give back than improving our current initiatives – and prioritising new ones. More than that, we want to make sure our wider communities are receiving as much support as we can give them.

GOALS FOR THE FUTURE

1. Continue our mission to alleviate bed poverty in the UK, supporting at least 5,000 children by 2030 through our Dreamspace initiative.
2. Retain our status as one of the UK's 'Top companies to work for' through Best Companies.
3. Improve representation of women and people with diverse backgrounds in our recruitment
4. Support staff in their volunteering and community projects, maintaining access to two volunteer days per year.
5. Continue to match any staff fundraising initiatives to boost donations and support a wider pool of charities – increasing our positive impact to more people.
6. Keep our work with Saracens Academy as a priority, helping young adults from underprivileged backgrounds prepare for employment while improving their sleep education.



DREAMSPACE

This year we continued supporting vulnerable families through Dreamspace – an initiative we created to ensure every child has a safe and comfortable place to sleep.

It's a shocking fact that Bed Poverty affects over 5 million families in the UK; that's clearly a disaster for the whole family's sleep, but the physical and mental wellbeing of children is especially affected. Dreamspace is designed to help, providing complete 'sleep bundles' for children which includes a bed frame, mattress, mattress protector, pillow and duvet, giving them a space of their own where they can sleep safe and sound. Each bed bundle represents practical comfort as well as emotional stability; a good night's sleep supports better school attendance, improved concentration, stronger mental wellbeing, and a foundation for healthier daily routines.

Through our partnerships with Barnardo's, Buttle UK and Zarach, we reach families experiencing the most challenging circumstances; this frontline expertise ensures that every sleep bundle is directed to a child who genuinely needs it.

Since launch, Dreamspace has provided 481 bed bundles to vulnerable families, but we're thrilled that our customers also played their part in 2025: through our opt-in donation point at checkout, they contributed a huge £16,810, enabling the delivery of an additional 112 bed bundles, and we hope to establish a donation without purchase option later this year.

Dreamspace reflects Simba's our belief that comfort and quality sleep should be available for everyone – especially children. This is how we hope to help build a more stable and hopeful future for some of them, one bundle at a time.



Watch our Simba Sleep Dreamspace advert

A photograph of a woman with long brown hair in a braid, wearing a pink t-shirt and light blue jeans, sitting on a couch. She is holding a young girl with pigtails, wearing a pink long-sleeved shirt with floral patterns. Both are smiling warmly at the camera. The background shows a bright room with a white sofa and a window with blinds.

Since launch, Dreamspace
has provided 481 bed bundles
to vulnerable families

BARNARDO'S

A Little Space of Her Own: How a Simba Dreamspace Bed Bundle Brought Comfort, Dignity and Hope



For this family, day-to-day life had become a constant battle against financial difficulties. The mum worked tirelessly to meet her daughter's needs, but the strain of providing even the basics was overwhelming. She longed to give her little girl something every child deserves – a proper bed, warm bedding, and a cosy space she could proudly call her own.

When the Barnardo's and Simba Dreamspace stepped in, everything changed.

The family received a full Simba Dreamspace bed bundle, including a sturdy wooden bedframe, a high quality Simba mattress, soft, comfortable bedding – and even a small teddy bear tucked in as a surprise for the child. It wasn't just practical support; it was a gesture of care and dignity.

With these essentials, her daughter finally had a safe, warm place to sleep – somewhere she could curl up, rest properly, and enjoy her own "wee space." The difference this made to the family was immediate and profound.

Beyond easing their financial strain, the support brought renewed hope. Stress within the home lifted. The mum felt she could finally give her daughter the basics she deserved, and this improvement in their circumstances had a positive impact on the family's mental health and overall wellbeing.

The mum expressed her gratitude with heartfelt sincerity:

"I am absolutely overwhelmed by how much this fund has helped us as a family."

For the worker supporting them, seeing the positive shift both emotionally and financially, was deeply inspiring. The Dreamspace bed bundle didn't just transform their daughter's bedroom; it helped transform the atmosphere of the entire home.

Thanks to Simba Dreamspace and Barnardo's, this little girl now has a warm, comfortable place to sleep – and a foundation for healthier, happier days and nights ahead.



"I am absolutely overwhelmed by how much this fund has helped us as a family."

THANK YOU FOR READING

If you have any questions please contact emma.reid@simbasleep.com



This document is intended to inform the broader public worldwide of the Simba Sleep Group's performance and aspirations in the context of broad scope impact. This document is not a prospectus or a prospectus equivalent. Further, this document is not intended to be, and should not be construed as, a marketing communication, whether within the meaning of the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing, or under cognate regulatory frameworks in other territories.

The Simba Sleep Group is committed to continuous improvement, development, and attendant change through all facets of its operations and offerings. Practical examples include specification improvements of products, and the focus on improved service outcomes with manufacturing concerns, logistics solutions providers, and other suppliers with which the Simba Sleep Group engages.

While every care has been taken in preparing this document, including in seeking to validate the accuracy of the information presented in this document, Simba Sleep Group's aspirations, providers engaged, the processes the Simba Sleep Group uses, the metrics via which performance is measured, and the methodologies applied in analysing Simba Sleep Group's impact on or in connection with factors which measure Simba Sleep Group's impact collectively and individually, are also likewise subject to continuous improvement, development, and change.

This document expresses and/or reflects the broader Simba Sleep Group's understanding and analysis of the elements discussed within, in the context of the Simba Sleep Group's impact, on a point in time basis, based on data acquired up to April 2026. As this document has been prepared on a point in time basis, it necessarily reflects the views, understandings, and aspirations of the Simba Sleep Group at that point in time. Considering the at times dynamic change and improvement the Simba Sleep Group pursues, the contents of this document are not subject to continuous update.