

Corporate Rental Program



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



What's SNOO?

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.

SNOO is a 24/7 caregiver...for the cost of a coffee!

How SNOO Helps



Boosts Sleep

Adds 1-2+ hours of sleep per night*



Extra Set of Hands

Like a nanny...helps soothe the baby all naps/all nights!



Sleep Reports

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



Peace of Mind

Keeps babies securely on the back...175M+ hours of safe sleep in SNOO to date!*

SNOO was created by America's most trusted pediatrician, Dr. Harvey Karp, author of the *The Happiest Baby on the Block*, and creator of the legendary 5S's.

*Study of infants sleeping in SNOO for 6 month (n= 42,855; p<0.0005)

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

- Rahab Hammad, Benefits Manager

Snap Inc.

“Employees are absolutely crazy about it! It's been an amazing game changer!”

- Milt Ezzard, VP of Global Benefits

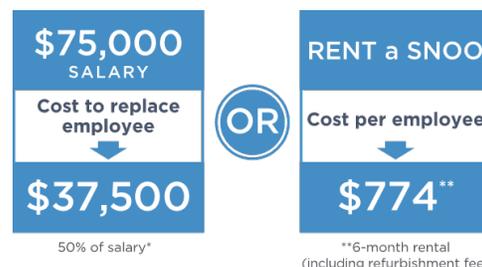
ACTIVISION

“Our 2-month-old sleeps soundly in SNOO every night and we sleep better than I ever expected with a newborn!”

- Heather Thorne, Director and Chief of Staff, Hardware

Google

SNOO: Immediate ROI



Immediate Employer ROI

- Greater retention
- Higher job performance
- Less errors & absenteeism
- Lower healthcare costs

Huge Parent Support

- A “virtual” 24/7 nanny
- 1-2+ more hours of sleep
- Less stress
- Healthier, more energy

Additional support during COVID-19

SNOO reduces the need for outside caregivers which helps prevent exposure to the virus. The added sleep also boosts a parent's immune response!

The Problem

With a new baby, exhaustion is not just a nuisance, it triggers serious health problems:

- Marital stress
- Postpartum anxiety and depression
- Infant sleep death (SIDS)
- Obesity
- Excessive ER visits/medication
- Car and workplace accidents

62% New parents reporting their #1 challenge is exhaustion²

50% New moms sleep <6 hrs/night, causing same impairment...as being drunk⁵

50% Babies who wake up 2 times/night at 6 months⁶

34% Women who leave their job after childbirth³

33% Of an employee's salary: the cost to replace a worker⁴

The Solution

Long-Term Benefit

With SNOO, babies wake up less and learn to be great sleepers. That means healthier, more rested employees. Your teammates will thank you for it!

SNOO May Help Prevent and Treat PPD

Postpartum depression and anxiety affect 1 in 6 women...and many men whose partners have PPD⁷.

University hospital studies are indicating that SNOO can help prevent and treat PPD.

"My PPD patient said SNOO saved her from the depths of her depression."

— Alison Reminick, MD,
Director, UCSD PPD clinic



SNOO Corporate Rental Program

We make it easy:

- No upfront costs or minimum spend required
- Dedicated website, assets and account manager
- Customized marketing & promotion material to support launch
- 7 day/week customer care & free sleep consultations
- \$59.50 shipping fee is waived

Special Discounted Rate

\$3.80/Day

Includes a free gift:

2 organic cotton swaddles & a fitted sheet
(Over \$80 bonus value!)

100% renewal rate among our clients!

Snap Inc.

hulu

ACTIVISION

The Cheesecake Factory

legalzoom

WW (Formerly Weight Watchers)

MARVELL

AVNET

News Corp

Cooley

For more information please contact:

corporaterental@happiestbaby.com

1. Kessler et al., Insomnia and the Performance of US Workers, 2011. 2. Baby Center/Happiest Baby, Sleep: More Valued than Time, Money, or Sex, Say New Parents, 2017. 3. Ovia Health, Motherhood in America, 2017. 4. Otto, Avoidable Turnover Costing Employers Big, 2017. 5. Van Dongen et al., The Cumulative Cost of Additional Wakefulness, 2003. 6. Baby Center/Happiest Baby, 2017. 7. Wisner et al., Onset Timing, Thoughts of Self-harm, and Diagnoses in Postpartum Women With Screen-Positive Depression Findings, 2003.