

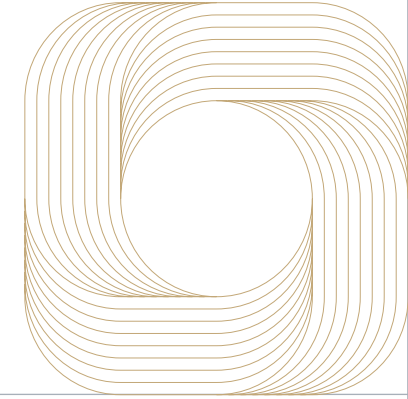
MALOUF



2023

IMPACT REPORT

January 2023 - January 2024



INTRO

Since 2019, Malouf™ has proudly been a Certified B Corporation®. We meet the highest standards of verified social and environmental performance, transparency, and accountability. As a company, we're concerned not only with revenue, but also with our corporate social responsibility for society, workers, the community, and the environment. We've got a triple bottom line: people, planet, profits.

STARTING FROM WITHIN

Increasing sustainability and social responsibility within our offices and distribution centers

FROM BUSINESS TO BUSINESS

Driving awareness of what it means to be a B Corp™ through our website, packaging, and marketing

AT HOME WITH CUSTOMERS

Giving customers more sustainable choices, and helping them give back through their purchases



PEOPLE

Early in our company journey, we recognized our products could help meet a primary need for those experiencing hardship. We began with a community-centered approach, donating bedding to women's shelters, safe homes, foster care families, and public events. In 2016, we formalized a 501(c)3, the Malouf Foundation™ with your enthusiastic support.

Since then, the Malouf Foundation™ has helped hundreds of survivors, educated thousands on the signs of sex trafficking, and joined forces with the Elizabeth Smart Foundation.



THE MALOUF FOUNDATION™

The Malouf Foundation™ fulfills their mission by providing free education on the signs of sexual exploitation and supporting survivors in their healing journeys.

In 2023, the Malouf Foundation™ directly impacted 13,689 people. The public benefitted from education programs, trainings, and in-person events. Survivors benefitted from room restorations, scholarships, and the survivor support fund.

Malouf™ donates employee time, space, products, and services to the Malouf Foundation™ to increase the number of funds directly supporting survivors.

In total, Malouf™ donated more than \$230,000 of in-kind resources.

Throughout this report, you'll learn more unique ways the company and the Malouf Foundation™ overlap. To learn more about the Malouf Foundation™ or any of its programs, visit MaloufFoundation.org.

\$230,000 In-Kind Donations

13,689 People Impacted

CHARITY TIME OFF

Employees volunteer throughout the year for Charity Time Off, or CTO, at Malouf Foundation™ events. In 2023, our employees completed nearly 1,000 hours of CTO. Their support is critical to the success of these events.

GOLF FOR FREEDOM

Two golf tournaments—one in Cache Valley and one in Park City—are key fundraising events for the Malouf Foundation™. Employee volunteers help the day run smoothly.



Malouf Foundation Summit

The 2023 Malouf Foundation Summit was April 23 at the Salt Lake City Capitol building. This event used three pillars—education, healing, and advocacy—to guide conversation and education on sexual violence and exploitation.

The event featured survivor leaders, influential voices, and industry professionals who are working to make a difference. Employee volunteers contributed to the design, content, event management, audio visual needs, and more!



EMPLOYEES

Our culture is what makes us Malouf™. Warmth and creativity, plus a collaborative and dynamic environment, make employees feel like friends and co-workers. to the success of these events.

BENEFITS FOR BENEFIT

Employee well-being is a substantial focus for leadership, and we offer additional benefits that remove stress and replace it with security.

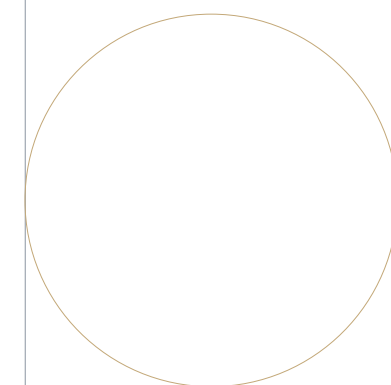


Offered Benefits

- 01 Paid insurance premiums for employees and their families
- 02 HSA-eligible health plan
- 03 Dental with orthodontics
- 04 Vision plan
- 05 Basic life insurance
- 06 Voluntary short-term disability insurance
- 07 Long-term disability insurance
- 08 Company-matched 401K
- 09 Paid maternity and paternity leave
- 10 Paid holidays and time off for all full-time employees
- 11 Paid health days and extensive PTO plan
- 12 Paid charity time off for community volunteer opportunities
- 13 Free access to employee assistance program, Impact Suite

Perks at HQ

- 01 Free daily lunch provided by our company kitchen
- 02 Onsite fitness center
- 03 Private lactation rooms
- 04 Expectant mother's parking
- 05 Onsite salon and barbershop
- 06 Product discounts





TOTAL WELLNESS

The company has a goal: to provide the tools and resources for each employee to be healthy and fulfilled. In 2023, employees who enrolled in medical, dental, or vision coverage through Malouf™ were simultaneously enrolled in our Wellness Incentive Program. Those who complete the requirements qualified for reduced insurance premiums in 2024.

Health and Wellness Tasks

- 01 Annual physical
- 02 Dental exam
- 03 Vision exam
- 04 Biometric screening
- 05 Internal health assessment survey
- 06 Impact Suite™ wellness journey
- 07 Impact Suite™ lifestyle coaching
- 08 Tobacco cessation program

A BETTER APPROACH TO MENTAL HEALTH



All Malouf™ employees and their families have free access to Impact Suite™, which provides science-based virtual treatment solutions for people facing mental health and addiction issues—or are simply looking to invest in their overall wellness. Through specialized coaching, therapy sessions, and wellness apps, Malouf employees can receive real-time outcome data to track progress and success.

PRODUCT

We design products to maximize health, comfort, and well-being with some amazing materials.



REDUCING PLASTIC USE

We're always looking for ways to create more sustainable designs and packaging. We redesigned our protector packaging to decrease plastic usage by 90 percent—and it looks great on shelves. Our redesigned sheet packaging also reduced plastic by 66 percent.

TENCEL™ LYOCCELL FIBERS

TENCEL™ Lyocell fibers are the peak of efficient fabric production. Lenzing uses a closed-loop production process to transform sustainably sourced, renewable wood into smooth, silky fabric. The Lenzing company, which created the innovative TENCEL™ Lyocell fiber, established stringent guidelines for the wood and pulp used to make the fiber. It can only be sourced from certified and controlled wood sources, like natural forests and sustainably managed plantations.



EARTH'S MOST PERFECT SLEEP MATERIAL

Natural latex is a great option for those looking for a greener bedroom. Latex has a long shelf life, and unlike foams made from chemically processed polyurethane, natural latex is made from rubber tree sap. The harvesting process doesn't harm the tree's overall health and vitality, with many trees producing sap for 28 years.



RECYCLED WOOD, RENEWED PURPOSE

Many Salt Flat™ furniture pieces feature reclaimed pine, making them both sustainably made and thoughtfully crafted. The reclaimed wood becomes new tables, bed frames, dressers, and chairs, lending character and history to pieces designed to last another lifetime.



FURNISHING RESTORATIVE SPACES

Rooms Restored™ is a Malouf Foundation™ program dedicated to creating restorative spaces for children who have experienced sexual abuse. They provide room restorations to help reduce triggers and improve a child's experience at home. The program also supports renovations in advocacy centers and therapy offices to create more welcoming and comfortable spaces.

Real-Life Results

- 01 Due to the renovation, there is a decrease in triggers for survivors.
- 02 100% of participants reported feeling safe and comfortable sleeping in their bedrooms again.
- 03 Parents have stated their child sleeps through the night again in their room.
- 04 Parents and recipients have reported that the program has been the biggest contributor to healing.

Malouf™ donated over \$104,000 in products in 2023. These funded Rooms Restored projects and impacted many organizations in need of bedding: children's justice centers, the Division of Child and Family Services, safe houses, non-profit groups, and restorative care centers.



“

[Our daughter] slept in her room last night for the first time since everything happened, and she loved it. She said she felt comfortable and safe again being in there.”

—Parent of a Rooms Restored Recipient





MALOUF™