

CARILOHA



MEDIA KIT 2022

MEDIA CONTACT

Scott Brady
O: 800.884.5815 ext.125
M: 801.573.9927
scott.brady@cariloha.com

CORPORATE HEADQUARTERS

Cariloha, LLC
280 W. 10200 S.
Sandy, Utah 84070
CARILOHA.COM



@cariloha



CARILOHA

CARILOHA IS AN OMNI-CHANNEL BRAND FOCUSED ON SOFT AND SUSTAINABLE BEDDING, CLOTHING AND BATH GOODS MADE FROM ECO-FRIENDLY BAMBOO.

Driven by a comfort and eco-conscious lifestyle, Cariloha joined the Style of the Caribbean with the Spirit of Aloha to provide the best in sustainable luxury. Since 2007, Cariloha has grown to become the only brand in the world to provide an entire showroom experience that's completely merchandised with bedding, bath, and apparel made of eco-friendly viscose from bamboo – it's A Comfy Way to Save the Planet™.

Inspired by the essence and energy of the islands, Cariloha blends style and self-expression into every piece

of bedding, bath, and clothing it makes. Special care is taken to drape customers in soft, sustainable, naturally breathable fabrics that leave them experiencing tranquil days in paradise time and time again.

Cariloha's pineapple icon is the ultimate symbol of the islands – it represents our culture and connection to where we got started – and to our namesake Cariloha – the style of the CARIBbean meets the spirit of aLOHA.

By turning self-replenishing, rain-fed bamboo fields into ultra-soft bamboo

fabrics, Cariloha offering an exclusive collection of bedding, apparel, active wear, and bath goods made from soft, cool, clean and green bamboo.

Thanks to an ever-growing, rich supply of bamboo, Cariloha is actively becoming a completely carbon neutral company and has a growing fleet of showrooms in 16 countries – all offering premium vacation-inspired comfort and enjoying the soft touch and green footprint of this sustainable resource.



CARILOHA'S MISSION

SOFT & SUSTAINABLE PRODUCTS – IT'S WHO WE ARE & AT THE HEART OF WHAT WE DO

Making a positive difference for people and our planet has always been our way since we started.

Cariloha is more than a name or a brand – it's A COMFY WAY TO SAVE THE PLANET™, where we care about the earth today, so we have a better home for future generations tomorrow.

It's easy. We provide customers with soft, sustainable alternatives to traditional fabrics. Not hard – just soft on you and the planet.

¹ Source: Green Story Comparative Life Cycle Impact Assessment of Cariloha. Measures impact of Cariloha's sustainable fabrics against cotton.



**12 MILLION
MILES**

Driving Emissions
Avoided¹



**1 BILLION
DAYS**

Drinking Water
Saved¹



**3.7 BILLION
HOURS**

Bulb Energy
Saved¹



THE FACTS

FOUNDED

2007

HEADQUARTERED

Salt Lake City, UT

EMPLOYEES

260

SHOWROOMS

65

PRODUCT CATEGORIES

Bedding, Apparel, Bath

CARILOHA HIGHLIGHTS

- Cariloha is the only multi-showroom retailer in the world with an entire showroom experience completely merchandised with sustainable products made of eco-friendly bamboo viscose.
- Cariloha continues to achieve 38% compounded annual growth rates (CAGR).
- Cariloha maintains a 74% Gross Product Margin.
- Robust Product Mix – 100% bamboo lifestyle product offering with over 1,200 different product SKUs.

SHOWROOM SALES PER SQ. FT.

Cariloha's average sales per square foot is \$950, and Cariloha showrooms are, on average, 967 square feet.

AVERAGE ORDER VALUE

\$145

OWNERSHIP

Cariloha is owned and was founded by Jeff Pedersen, Founder & CEO, since 2007

WORLDWIDE LOCATIONS

37 Cruise-Port Showrooms and Growing!
Cozumel, St. Thomas, Jamaica, Grand Cayman, Nassau, Bahamas, Aruba, Key West, Barbados, Ketchikan and

Juneau, AK, Puerto Rico, St. Lucia, Tortola, Curacao, Grand Bahamas, Roatan, Bonaire, St. Kitts, Belize, etc.

28 Resort, Non-Cruise Showrooms and Growing!

Kauai, San Diego, Maui, Huntington Beach, Seattle, Las Vegas, Outer Banks, Panama City Beach, Wailea, Lahaina, Washington D.C., Hilton Head, Orlando, Houston, Myrtle Beach, Boca Raton, Bar Harbor, Naples, etc.

EXCLUSIVE CRUISE LINE PARTNERSHIPS

20+ year partnership. 26MM passengers visited Cariloha showroom ports-of-call 2019-2021.



AWARDS & ACCOLADES

2021 – Fast Company - World Changing Ideas Winner

2021 – Cariloha Wins three American Business Awards (ABAs) – two gold and one bronze

2021 – 12-Time Best of State Medal & Statue Winner

2020 – Recognized 10 times on the Inc. 5000 list of fastest-growing companies in America – Less than 4% of Inc. 5000 applicants ever make the list 10 consecutive years

2020 – Sustainable Green Business Award Winner

2020 – Honored on the Utah 100 Hundred list of top-revenue generating companies (1 of 10 companies on the list out of 100 to receive the honor for 9+ years)

2020 – Eco-Excellence Award winner for Eco-Friendly Fashion

2020 – Fast 50 Fastest-Growing Business – Utah's Fastest-Growing Companies

2020 – Top 100 Private Companies in Utah

2018 – Cariloha won the Ernst & Young Entrepreneur Of The Year® Award and was recognized as a National EY Entrepreneur Of The Year® Finalist

2012 – CFO of the Year Award – Brent Rowser



IN THE NEWS

- Featured on The Kelly Clarkson Show and featured in hundreds of media outlets worldwide, including The New York Times, Forbes, Wall Street Journal, CNN, TODAY, NBC News, Inc., Glamour, GQ, USA Today, Esquire, Oprah Daily, Cosmopolitan, Rolling Stone, Good Morning America, The View, ABC Tamron Hall Show, Good Housekeeping, Better Homes & Gardens, Real Simple, Country Living, BuzzFeed
- Over 1.2 MM Social Media Fans and Subscribers. Partnered with and spotlighted by dozens of celebrity influencers
- Over 1.6 billion media, news and online impressions in 2021

AS SEEN ON:

Forbes

CNN

GQ

BUSINESS INSIDER

TODAY

Inc.

THE WALL STREET JOURNAL

USA TODAY

GLAMOUR

The New York Times

Esquire

Oprah Daily



YOURDEAL.COM

abc

CUSTOMER REVIEWS



"...This bed was highly recommended to me and since they have a decent trial period/return policy, I decided to try it out. I am so happy I did. My boyfriend and I both love it. Not only is it comfortable, it sleeps cool which is a must for us since my boyfriend is always hot. It is a plus that it is sustainably made!"

- BRE



"We just got our mattress on Friday. OMG!! We've purchased clothes and sheets previously. But, This!! I have been telling EVERYONE about it!"

- LINDA

**30,000
REVIEWS
AVERAGE 4.5
STARS¹**



"This mattress is amazing. My wife and I have been looking for a mattress that is soft but on the firmer side and this is absolutely perfect. We can feel the pressure that is taken off of our backs compared to our old bed. I would absolutely recommend to anyone who is in the market for a new memory foam bed!"

- ANONYMOUS



"I have a bad back and aches and pains every morning, sweats and hot flashes. We use bamboo sheets for the sweats and hot flashes. We went to Maui and went into the Cariloa Store. Got back home and ordered the Cariloa - Resort Bamboo Mattress-Cal-King. Our 1st night we slept thru the night. In the morning I didn't have any aches or pains."

- FRAN



CARILOHA CARES

Cariloha participated in even more humanitarian aid efforts this past year, including product and time donations to the following charities in 2021:

- #CarilohaCares initiative kicks off with International Coastal Cleanup Day, where Cariloha showrooms and customers cleaned up coastal communities and beaches in dozens of Cariloha locations worldwide.
- Maui Ola Foundation - multiple product donations to support cystic fibrosis research and treatments, along with saline/ocean-water surf activities benefiting children.
- Spectrum Academy Research, Autism Awareness - Product Donations.
- LDS Philanthropies - Massive Product Donations (20+ pallets of Products to Impoverished Communities around the World).
- Multiple American Indian Services (AIS) Charity Events - Product Donations.
- Maui Huliau Foundation. Product Donations.
- Amigos Honduras Humanitarian Effort. Product Donations.
- Ernst & Young Food Pantry Charity. Product Donations.
- American Heritage Education. Production Donations.
- Venezuela Community Humanitarian Project. Product Donations.
- Face Hunger Together. Product and Gift Card Donations.
- Ronald McDonald House Charities Annual Gala. Product Donations.
- At-Risk Teens Teaching Program. Product Donations.



WHY BAMBOO? SOFT & SUSTAINABLE

A COMFY WAY TO SAVE THE PLANET™

Bamboo is highly eco-friendly, saving soils, preserving oceans and cleaning the atmosphere

Grows organically without pesticides and renews itself almost immediately without replanting

Prevents soil erosion

Reduces waste and indirectly replaces consumption of critically scarce resources

PROBLEM

Non-biodegradable post consumer textile waste
Marine non-point source pollution from runoff
Air pollution
Erosion
Harmful pesticides to consumers
Deforestation and forest degradation

THE SOLUTION: BAMBOO

Naturally dissolves back into the earth
Fertilizer, pesticide, chemical free
Can consume more CO2 than equivalent stand of trees
Roots remain after harvesting preventing runoff
Grows organically
Naturally renews itself



SOFT
Softer than
Cotton



COOL
Cooler than
Cotton



CLEAN
Odor
Resistant



GREEN
Renewable
Resource

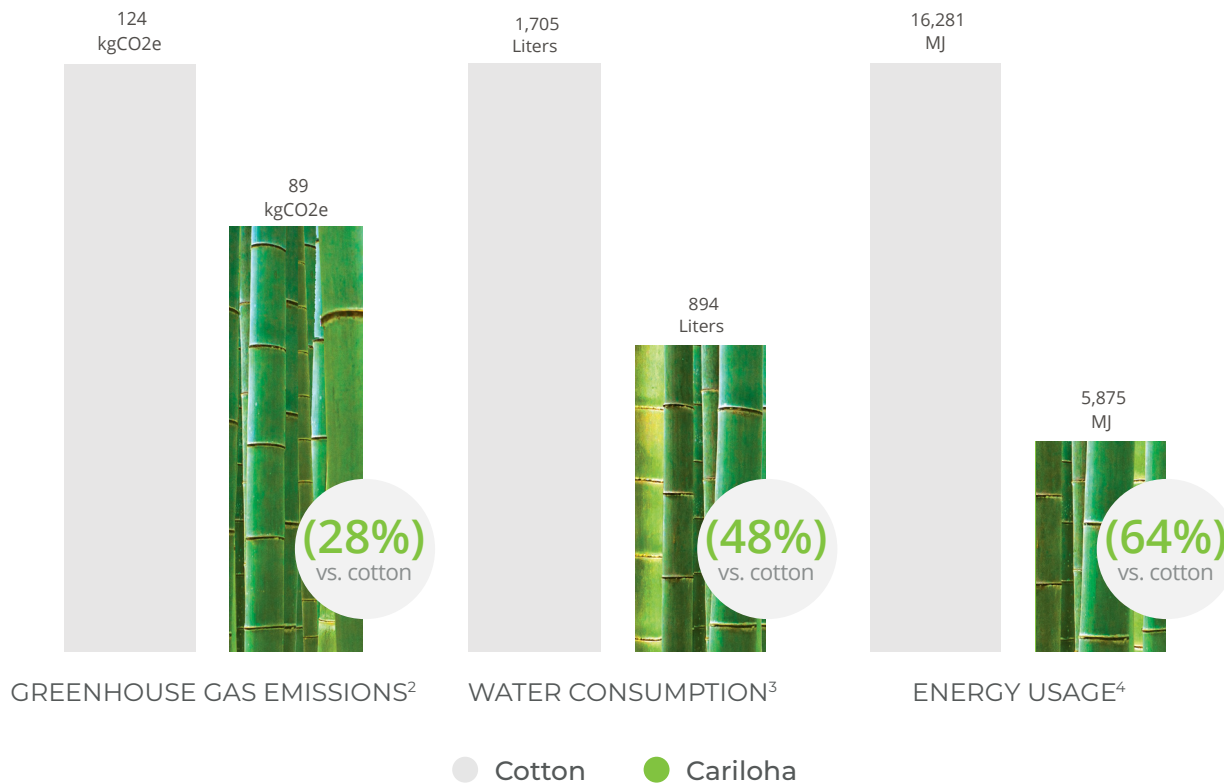
WE ARE FOCUSED ON SUSTAINABILITY

SUSTAINABILITY IS AT THE CORE OF OUR BRAND

Sustainable living is in our DNA – not just part of a trend – but who we are since our inception. And, because Cariloha products are carbon neutral from farm to fabric, life is better in bamboo. It's a Comfy Way to Save the Planet™.

WAYS CARILOHA SAVES THE PLANET

Impact of Cariloha's sustainable fabrics against comparative conventional fabrics.¹



CARILOHA CARES BY:

Offsetting 100% of our carbon emissions from our products

Utilizing sustainable and biodegradable fabrics

Pursuing upcycling opportunities to reduce post-consumer textile waste

Reducing non-point-source pollution with organically grown bamboo

Minimizing carbon dioxide emissions through oxygen-consuming bamboo

Decreasing waste by moving towards thoughtful packaging that's biodegradable and recyclable

Conserving water by harvesting from authorized rain-fed bamboo fields

Advocating for action on climate change solutions

¹ Source: Green Story Comparative Life Cycle Impact Assessment of Cariloha. Measurements are per kg of fabric.
² GHG Emissions measured in kgCO₂e. Carbon Dioxide Equivalent (CO₂e) represents greenhouse gases in a common unit.
³ Water Consumption measured in liters.
⁴ Energy Usage measured in MJ. Megajoule (MJ) represents a measurement of energy equivalent to 1MM joules.

THE PROCESS

How do bamboo fields become Cariloha Bamboo™ products?
Follow the process of harvesting this truly green resource.



1
First, we cut the seasoned stalks into smaller pieces of raw bamboo.



2
Next, the bamboo is soaked in a solution via a closed loop process to ensure that this process is as environmentally friendly as the bamboo it soaks.



3
This solution breaks down the bamboo fibers, extracting the bamboo pulp that is then dried into parchment-like sheets.



4
Once thoroughly dried, these sheets are ready to be milled into a soft, fluffy material referred to as viscose from bamboo.



5
It is then separated and spun into thread that's used to create yarn for weaving. The end result is a naturally luxurious fabric that's twice as soft as cotton.



14+ YEARS DEDICATED TO SUSTAINABLE, ECO-COMFORT PRODUCTS

Cariloha is
Born

2007



Pivoted to All
Sustainable Bamboo
Products

2009



Opened 47,000
Sq. Ft. Distribution
Center

2012



Launched
Cariloha's Bedding
Suite

2016



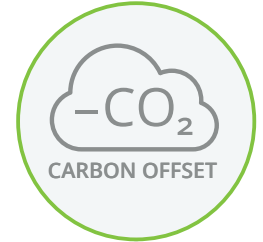
CEO, Jeff Pedersen,
wins EY Entrepreneur
of the Year

2018



Reducing our
Carbon Footprint

2020



2008

Opened our
First Three
Showrooms



2010

Created Scalable
Showroom Model



2014

Expanded into
Wholesale Distribution
Channels



2017

Mattresses Become
CertiPur-US
Certified



2019

Spotlighted by Print
and Broadcast Media



FARM TO FABRIC

From our official Cariloha Bamboo Farm, to our fair trade partners in the U.S., China, Turkey, Mexico, and India, we strive for sustainability throughout the entire supply chain.

Facts from the Farm

- Our official Cariloha Bamboo Farm stretches across the green hills of the Sichuan Province in China and is a 10 sq/mile sustainably run bamboo farm
- 10 Square miles of bamboo farm
- 61M Bamboo trees are grown on the farm each year
- 14K Tons of bamboo are harvested every year
- 0.00 Zero pesticides! Cariloha bamboo is organically grown
- What Can You Make from a Single Bamboo Stalk?
- 1 bamboo stalk makes roughly .6 KGS of fabric. For example, one bamboo stalk can make 5 bamboo T-shirts. With 61 Million stalks to choose from, that's a lot of naturally soft and sustainable fabric

SAFETY & SUSTAINABILITY STANDARDS

Comfort with a Conscience. Our commitment to bamboo sustainability starts at the source – right out of the ground – and extends all the way to your home and back again. It’s a respectful, synergetic relationship that requires constant care and nurturing. We never take what we can’t replenish.



OEKO-TEX STANDARD 100

Ensuring that no harmful chemicals were used during production of our bamboo products and are certified to be chemical free. All Cariloha products have been tested for harmful substances according to the criteria applicable to them under the Oeko-Tex Standard 100.



ORGANIC CONTENT STANDARD

OCS supports the verification of the presence and amount of organic material in a final product, tracking the flow of a raw material from the source to the final product. A select number of Cariloha garments, including but not limited to Bamboo Fit™ apparel and Bamboo Sleepwear™, comply with the OCS blended garment standard requirements.



CERTIPUR-US

Tested to meet CertiPUR-US® rigorous standards for emissions, content, performance and durability. Approved foams are low emissions for indoor air quality, made without ozone depleters, PBDEs, heavy metals, formaldehyde, and prohibited phthalates. Cariloha mattresses and foam pillows have been certified through the CertiPur-US® program. For more information, visit the CertiPur Site.



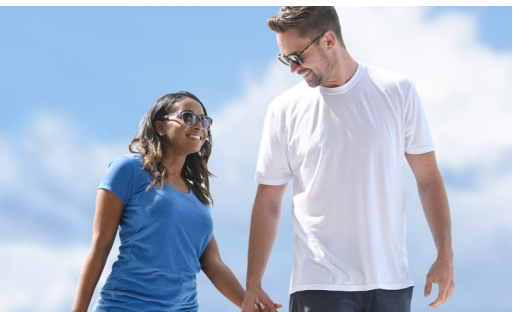
GLOBAL ORGANIC TEXTILE STANDARD

GOTS is recognized as the world's leading standard for textiles made from organic fibers. Because bamboo is already recognized as an organic plant, the same level of third-party certifications does not exist for distinguishing various levels of organic growth, as is the case with cotton. Cariloha does use bamboo-cotton fabric blends in select products and endeavors to use GOTS-certified yarns in those cotton blends as featured in Cariloha's Men's Button Front shirts.



FAIR TRADE

Helping support environmental stewardship, fair wages and safe working conditions for farmers and working communities involved in production of thousands of products, further improving millions of lives, and protecting land and waterways in 45 countries and counting. Cariloha is making a concerted effort to increase its usage of Fair Trade factories, as is evidenced in our Bamboo Fit™ apparel factory and many others to come.



BORN IN THE ISLANDS,
WHERE THE STYLE OF THE
CARIBBEAN MEETS THE
SPIRIT OF ALOHA.

