

# Employee Benefit 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...400M+ 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= 100,000+; p<0.0005)

## 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 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 to employer

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
- Higher productivity
- Less errors & absenteeism
- Lower healthcare costs

### 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

### 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 Human Resources and Administrative Services, Children's Hospital New Orleans

100% renewal rate among our clients!



JPMORGAN CHASE & CO.



BuzzFeed



(Formerly  
Weight Watchers)

Cooley

DUNKIN'



MARVELL

LEGALZOOM

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