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MATR by Circularful GmbH

January 2025 - Confidential

# MATR<sup>®</sup>.

We make sleep matter for hotels.





# Mattresses are a problem for our planet.

In Europe, **30 million** mattresses end up in landfills and incinerators every year, equivalent to **20.000 Eiffel Towers** of waste = harmful emissions and a huge loss of valuable resources.

EUROPEAN COMMISSION



© Tim Parker, Getty Images



# Mattresses are important for hotels to get right.



Hotels need to reduce CO2 by **66%** per room by **2030**

INTERNATIONAL TOURISM PARTNERSHIP



**71%** of guests return for exceptional sleep, and **67%** pay more for sustainability.



Mattress buying and disposal costs significant money and CO2. A 100-room hotel = **€70.000+**



The EU Circular Action Plan will push hotels to spend **10-20% more** on purchasing sustainable products.

Sources: J.D Power, Open Key and CEAP





# Our mission.

We help hotels save money and CO<sub>2</sub>, deliver premium guest sleep, and eliminate mattress waste.

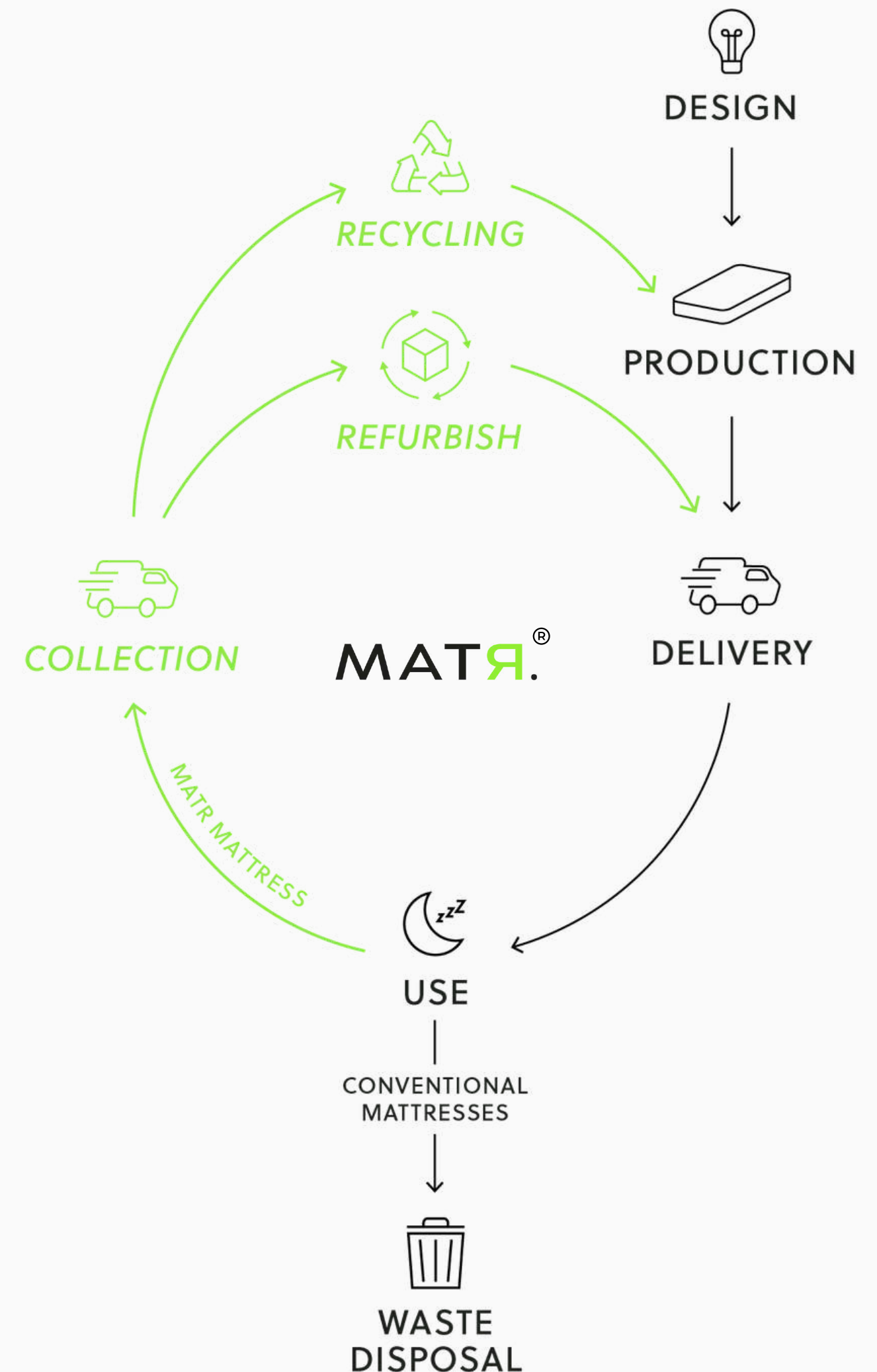


**MATЯ.**<sup>®</sup>

## How it works.

**We sell hotels our circular economy mattresses to hotels and fully manage their lifecycle.**

We ensure each mattress is refurbished or responsibly recycled at the end of its useful life #ClosingTheLoop.



# The MATR<sup>®</sup> magic.



© MATR



Premium, circular economy products that meet EU eco-design, ESG and 5-star hotel requirements



Fast service with wholesale pricing & digital guest marketing options



A smarter mattress solution. Hotels save €200 per mattress thanks to our design which is recyclable at end-of-life and ideal for refurbishing and resale



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# Our traction.

Since market launch in 2023



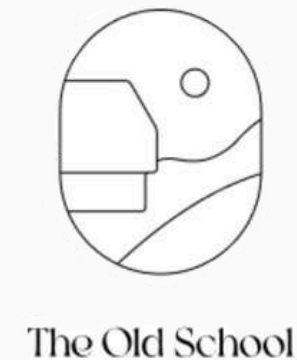
**16** paying hotel customers



First sales in Austria & **Germany**

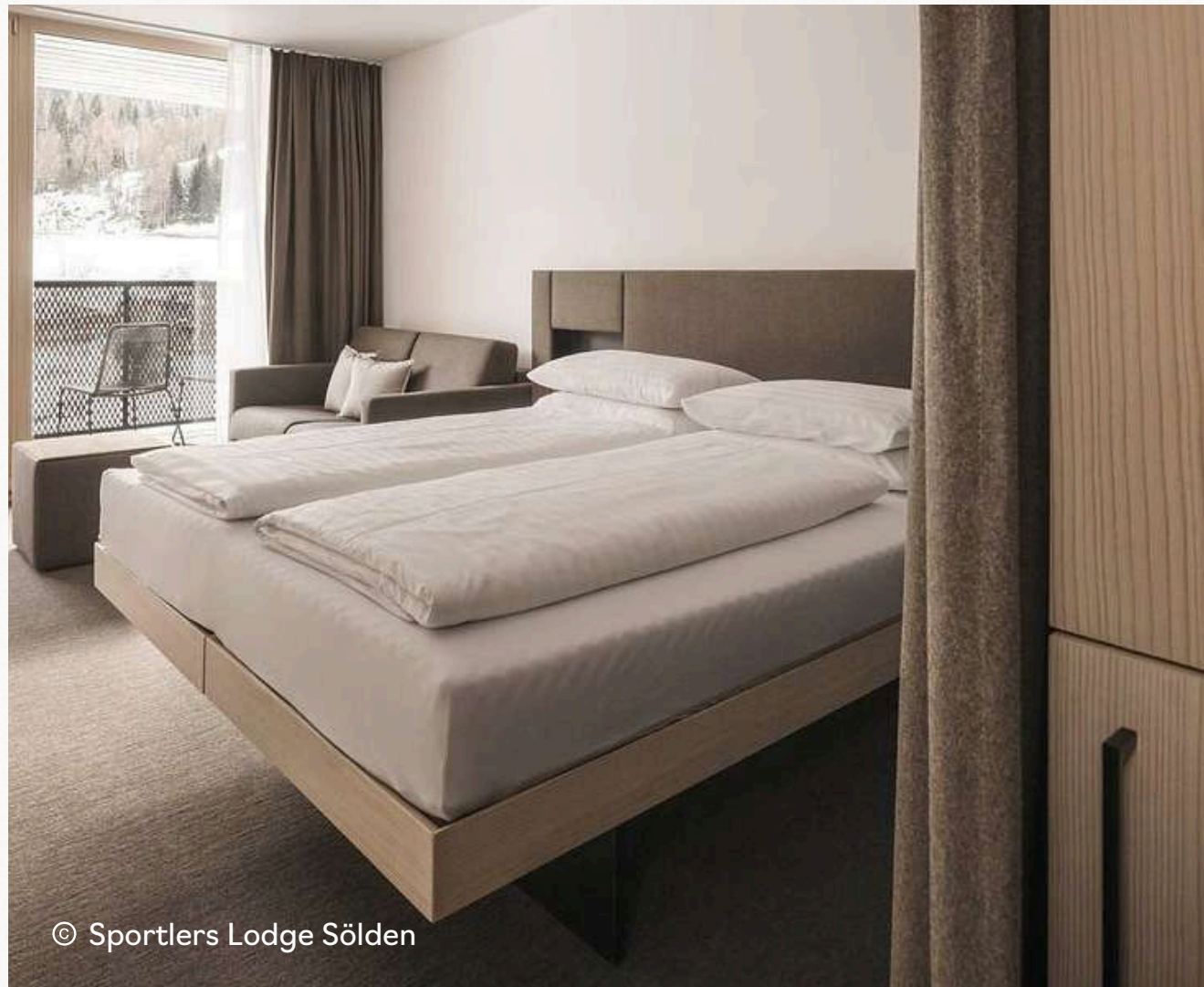


First **hotel chains** testing





# Go to market.



AS SEEN IN:

**Forbes**  
DIE NEUEN SEITEN DER WIRTSCHAFT  
**sheconomy**

**R T L**  
**DERSTANDARD**

**Die Presse**  
brutkasten



## Hotel Chain Partnerships

Focus on securing chains to scale our solution. Status: in talks with Marriott & 2 Austrian Hotel chains.



## B2B Sales Partners

Commission model with hotel/sales experts.  
Number of partners: 4 (AT + DE)



## B2B Direct Sales

Founder led sales.  
Mattress sales + add-on services.



## Showroom Partners

RRP pricing strategy for B2B + B2B2C sales.  
Number of partners: 1 (AT)



# Market size.

**MATЯ<sup>®</sup>**

Focusing first on the Austrian  
and German hotel sectors with  
**3.243 hotel chain hotels**

(Source: Horwath DACH Region Hotel & Chains Report 2023)

**€38 Billion**

(TAM)

Global mattress market

**€2.1 Billion**

(SAM)

EU hotel mattress  
market

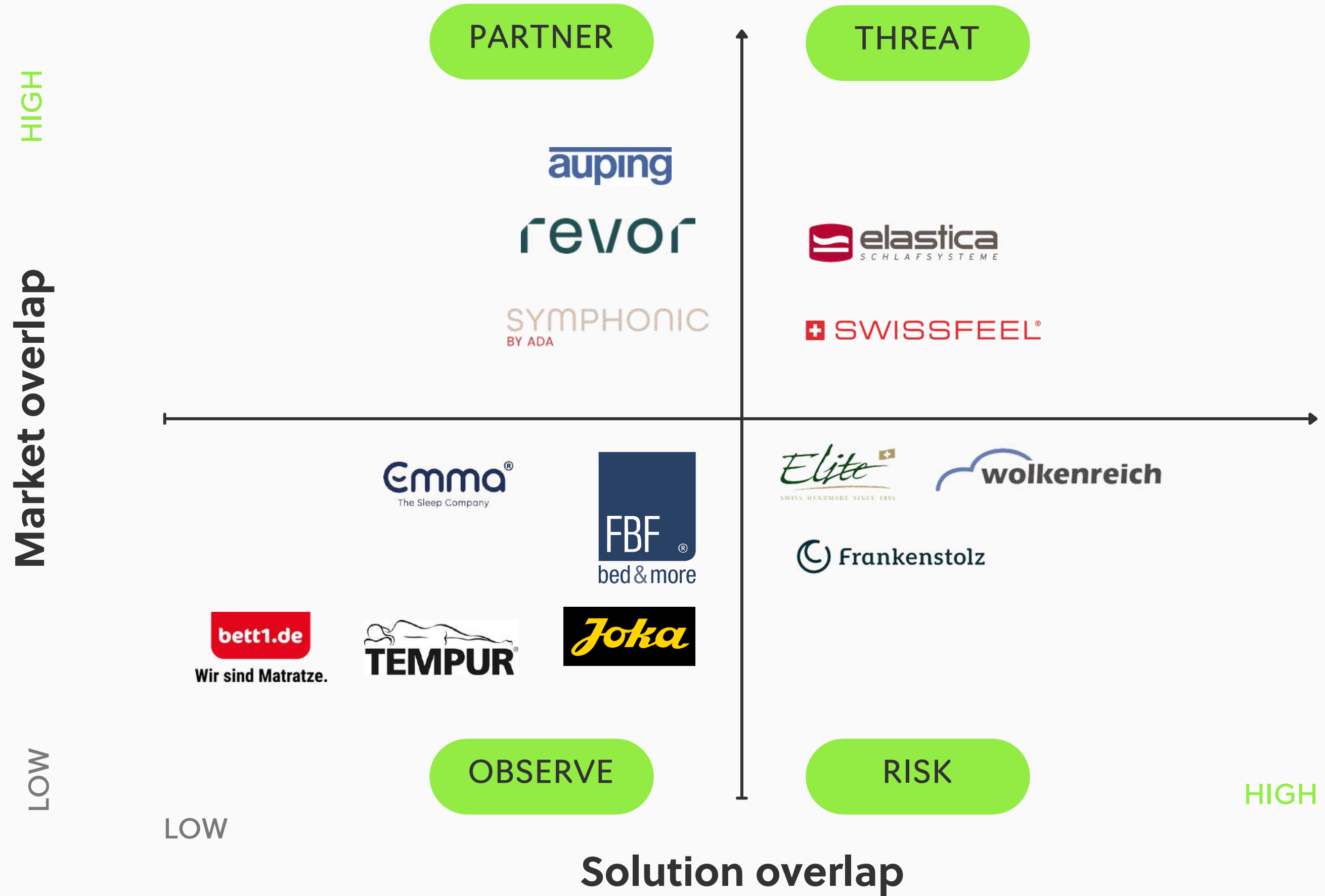
**€239 M**

(SOM)

DE & AT  
hotel mattress  
market



# The competition.





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# The team.

Female founded  
& international, with  
circular economy  
& innovation  
expertise.



Verena

Chief Dream Officer   
(Co-founder & Co-CEO)  
Responsibility: Sales & finances



Michaela

Chief Sleep Officer   
(Co-founder & Co-CEO)  
Responsibility: product, operations &  
marketing



Corporate Business   
Angel investor &  
strategic advisor



Sophia  
Sales and  
operations



Anelia  
Finance and  
marketing





# Our Vision.

Build first-class circular economy innovations, use business to drive positive environmental and social change, make sleep experiences matter.





# Together, let's make sleep matter for hotels.

We're seeking investors with a long-term  
growth vision + passion for the **circular  
economy** to join our mattress mission

## CONTACT US.

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