



saatva  
professional dreamer

# saatva

## 2025 Social Impact Report



# A Note from our CEO

Fifteen years ago, we started Saatva with a simple belief that people deserve better: better products, better service, and a better night's sleep. In 2025, as we celebrated our 15th anniversary, that belief didn't just guide us; it propelled us through one of the most transformative years in our history.

Announcing our partnership as the Official Mattress and Restorative Sleep Provider of Team USA and the LA28 Olympic and Paralympic Games was a milestone unlike anything we've experienced. It gives us a global platform to champion something we have believed since day one: sleep unlocks a superpower in us all. If the past 15 years have taught me anything, it's that purpose becomes real when it shows up in the lives of the people you serve. That's what this report reflects: how our vision of inspiring the world to prioritize sleep came to life for our people, our customers, our planet, and the communities we call home.

I am proud of the progress you'll see here. Our teams created an employee experience that continues to earn national recognition, but more importantly, fosters belonging, growth, and total life success. We delivered customer satisfaction scores that don't just exceed industry benchmarks—they reshape them. And through our Professional Dreamer Initiative and our work serving our communities, we invested in the next generation of leaders and athletes.

As we look ahead to 2026 and beyond, our commitment is to keep building a company that balances high-tech with high-touch, ambition with empathy, and growth with responsibility. The work isn't finished, but this year reminded me how much we can accomplish when we stay curious, stay nimble, and never lose sight of the people we serve.

Thank you to everyone who shaped this year—our employees, our customers, our partners, and our communities. You are the reason this report exists, and the reason we are so energized for what comes next.

**Ron Rudzin**

Founder & CEO, Saatva



# About Saatva

2025 marked Saatva’s 15th anniversary, and one of the most transformative years in our history.

In May, we announced our role as the Official Mattress and Restorative Sleep Provider of Team USA and the LA28 Olympic and Paralympic Games, giving us a global platform to advance our vision: inspiring the world to prioritize sleep.

We also expanded our physical presence, opening nine new Viewing Rooms and bringing our total to 29 locations nationwide. Each new space increases access to healthier sleep options and offers more communities the opportunity to experience Saatva’s products firsthand.

This report highlights how we brought our vision to life for our most important stakeholders:

our customers  
our employees  
our planet and  
the communities where we live and work

**Vision:** Inspire the world to prioritize sleep.

**Mission:** Making luxury sleep more accessible to more people.



# Our 6 Guiding Principles

Our six guiding principles serve as the foundation for how we operate and grow. They reflect the commitments that have shaped Saatva since day one and continue to influence how we support our customers, care for our teams, and strengthen our communities. Together, they define what responsible growth means to us.

					
<b>We create the best products</b>	<b>We hire the best people</b>	<b>We exist to serve our customers</b>	<b>We stay nimble</b>	<b>We commit to profitable growth</b>	<b>We practice total life success</b>
Saatva was founded by industry veterans with a mission to create the best product in every category we enter	Skills matter, but who you are as a person matters more	Customer service is our No. 1 product	No matter how fast we grow or how big we get, we always adapt to what the world throws at us	Whether times are prosperous or turbulent, we remain steadfast	We believe in uplifting each other in all aspects of our lives



# Our Team USA Partnership

Saatva's designation as the Official Mattress and Restorative Sleep Provider of Team USA and the LA28 Olympic and Paralympic Games has become a defining force across our brand. This partnership has brought new energy and purpose to our work, inspiring both our teams and our customers.

Throughout the year, Team USA athletes have joined our company-wide Town Halls, sharing their journeys and motivating our teams to pursue excellence in everything we do.

Our Viewing Room grand openings have featured appearances from Team USA athletes, creating unforgettable moments for our employees and customers alike.

We have also supported U.S. Olympic and Paralympic hopefuls directly, donating mattresses to training facilities so athletes can rest and recover on the same products trusted by millions of Saatva sleepers.

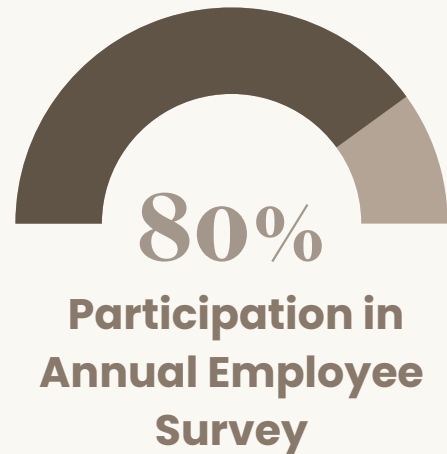
This partnership continues to amplify our mission: to inspire the world to unlock their own superpowers through great sleep. And as we look toward the LA28 Games, we are excited for the many ways we will continue bringing this vision to life.





# Our People

Our people continue to be one of our greatest strengths. In 2025, record engagement, national workplace recognition, and expanded programs in wellbeing, leadership development, and mentorship underscored our commitment to fostering an environment where every team member can grow and succeed.



This year, 80% of all team members participated in our Annual Engagement Survey, breaking our own record.

Even more impressive, 90% of participants agreed that Saatva is a Great Place to Work.

Our positive employee sentiment earned us recognition as:

- **Fortune 100 Best Workplaces in Retail**
- **BuiltIn Best Places to Work**
- **Great Place to Work–Certified**

At Saatva, we hire the best people – and invest in their growth – which is why 63% of our Viewing Room Managers and every Regional & District Manager has risen through internal promotion.

Through our partnership with Assenter Coaching, our Integrated Leadership Program (ILP) continues to develop high-performing leaders: nearly half of ILP alumni have earned promotions after completing the program.







## Supporting Our Employee Resource Groups

We are proud to support four Employee Resource Groups that help foster belonging and connection across the company.

Nearly 20% of our employees participate in an ERG, including a strong showing from our retail teams, who make up 40% of total membership.



**Members of SWELL, Saatva's Women's ERG at their in-person meeting in Austin, TX, March 2025**

# Our People

## Mentorship & Inclusion

This year, we introduced a structured, company-wide mentorship program connecting alumni of our Integrated Leadership Program with ERG members to foster career growth and meaningful cross-team collaboration. The impact has already been clear: the feedback from participants has been overwhelmingly positive.



*"For me this mentorship helped me trade speed for intention. I pause to 'shift', ask curious questions, and direct my energy toward the highest impact work. The result is calmer decisions, clearer priorities, and less burnout."*

-Anna Boettcher, Marketing Manager, Email & Retention



*"I feel like I've gained confidence and empowerment to do better work from this program. It's so helpful to connect with others outside of our teams, it feels good to find cross-departmental allies and champions of your work!"*

-Kristen Jefferson, Senior Social Media Manager



*"The mentorship program has been incredibly valuable to me. I've particularly focused on applying the principle of "Radical Responsibility" in my work. This has encouraged me to see tasks through from beginning to end and to take extra steps to ensure the best possible outcomes."*

-John Phillips, Viewing Room Sleep Guide



# Our People

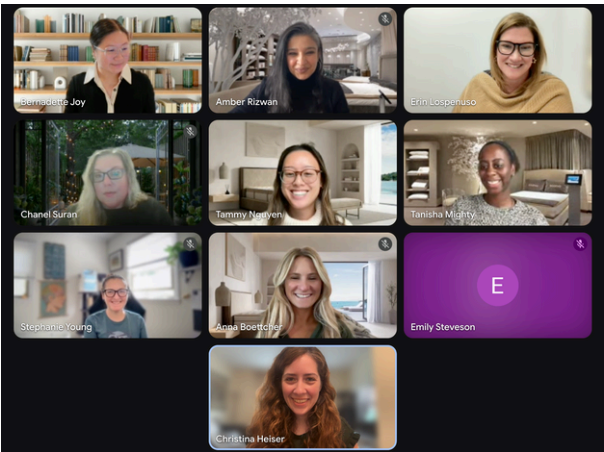
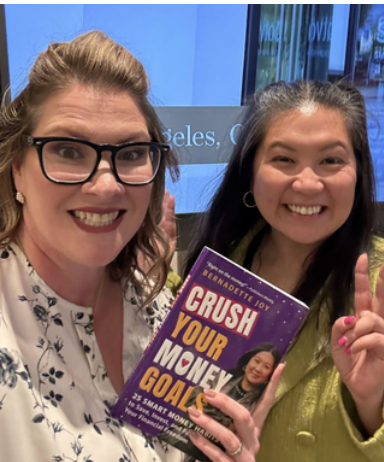
## Total Life Success

In 2025, we expanded our commitment to workplace wellbeing through financial wellness programming with expert Bernadette Joy, offering company-wide “CRUSH Your Money Goals” workshops for teams virtually, 1:1 coaching, as well as in-person events hosted at our Viewing Rooms across the country.



## Viewing Room Leadership Summit

With our retail network growing rapidly, strengthening relationships and shared purpose across locations is essential. In July, we hosted all Viewing Room managers at our NYC headquarters for a two-day summit filled with collaboration, idea-sharing, and team building. We also launched the Saatva Passport program, inviting employees to visit our stores and collect custom stamps designed by each location.





# Our Customers

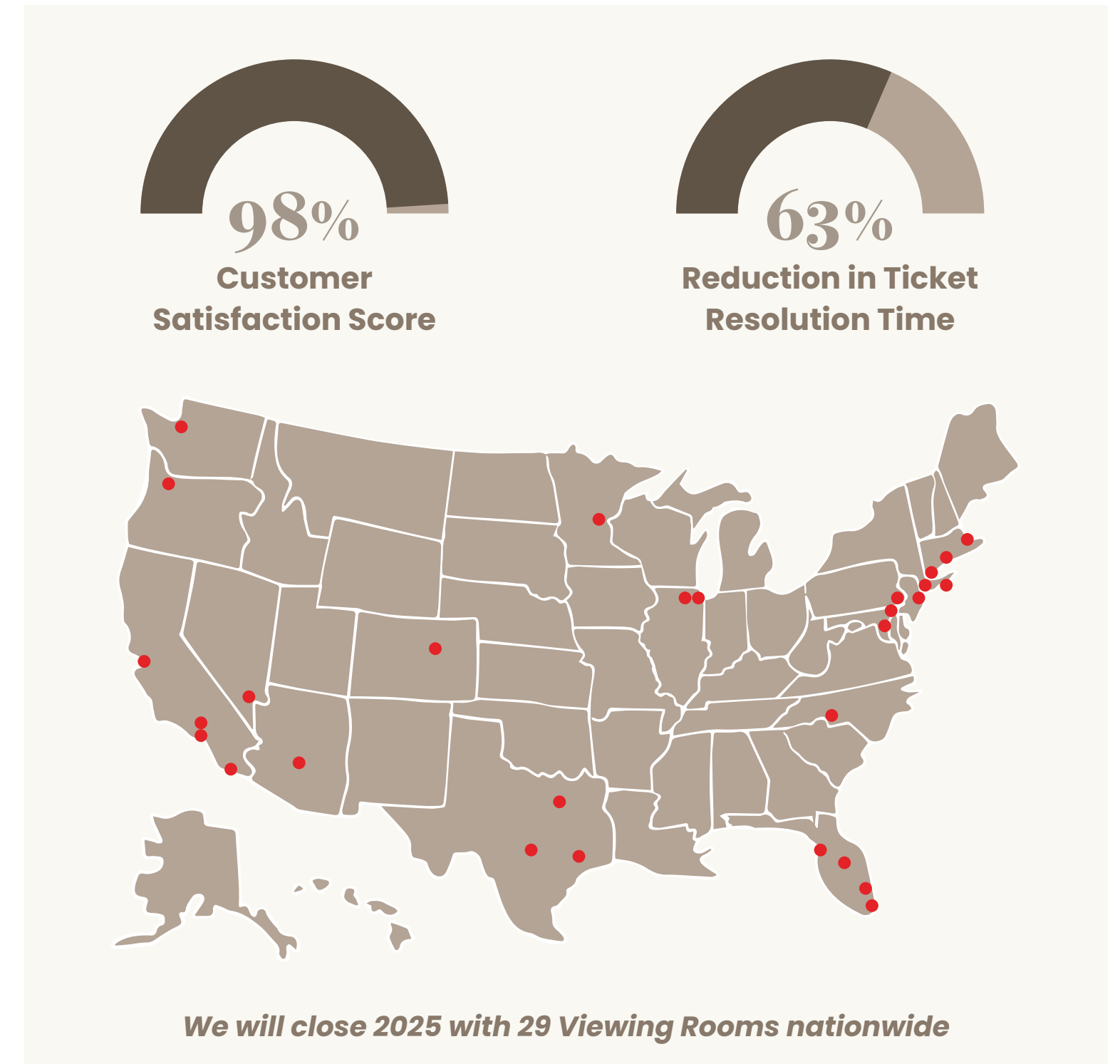
At Saatva, our customers are at the center of every decision we make. This year, we continued to raise the bar, delivering world-class satisfaction, expanding accessibility across every touchpoint, and transforming our support experience to make it faster, smarter, and more inclusive than ever.

This year we have continued our exceptional service, as reflected in our average Customer Satisfaction Score of 98%, nearly 20 points higher than the industry average.

This year's introduction of omnichannel routing in Customer Support has reduced ticket resolution times by nearly two-thirds, enabling dramatically faster and more efficient customer outcomes.

In 2025, we expanded our footprint with nine new retail locations, bringing our total to 29 nationwide. Each Viewing Room offers an immersive, luxury environment that allows customers to experience our products firsthand. Through our omnichannel model, we continue to provide seamless and flexible ways for people to explore Saatva.

In 2025, we prioritized accessibility across our digital ecosystem. With a new Compliance Coordinator leading the effort, we implemented regular audits to remove barriers, integrated WCAG-based accessibility testing throughout our development process, and have begun equipping our design, engineering, and content teams with training in inclusive design.







## The Environment

In 2025, we deepened our investment in responsible initiatives that benefit local communities and reinforce our long-term commitment to environmental responsibility.

Saatva's U.S.-based, made-to-order manufacturing model, powered in part by solar energy, eliminates excess inventory, reduces waste, and supports local jobs across the U.S. We complement these efforts with responsibly sourced materials, including using CertiPUR-US® certified foams in all of our mattresses.

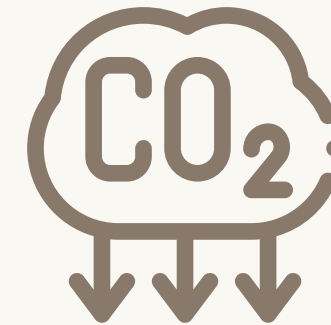
Across our logistics network, we optimize delivery routes to reduce last-mile emissions and are piloting lower-emission alternatives such as biodiesel to further shrink our carbon footprint, all while maintaining efficient white-glove service.

Through returns partnerships that give products a second life, as well as active participation in organizations like the Sustainable Furnishings Council and Mattress Recycling Council, we continue to expand efforts that keep materials out of landfills and reduce overall environmental impact.

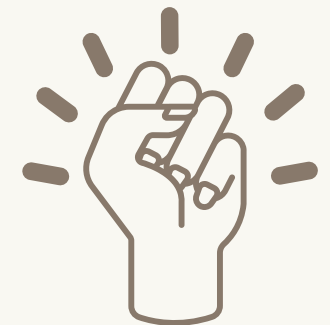
**Through our partnership with Evergreen, Saatva has planted trees to support the environment while helping alleviate poverty. To date, the company has:**



**Planted Over  
23,000 Trees**



**Offset Over 21,000  
TONNES OF CO2**



**Provided almost 3,000  
Hours of Work to Farmers**



# Community



At Saatva, we know that big dreams require more than ambition, they need support, opportunity, and a strong foundation. That is why this year we launched Saatva's Professional Dreamer Initiative.

Grounded in the belief that restorative sleep is essential to realizing your full potential, this initiative empowers individuals from all walks of life to pursue their dreams. Through partnerships with nonprofit organizations across the country, we are working to remove barriers and open doors, because a well-rested mind and body are the first steps toward a brighter future.

From sponsoring youth soccer leagues and outfitting adaptive sports facilities to funding scholarships for residents of public housing, we are equipping our Professional Dreamers with the tools they need to achieve their dreams.

Through our sponsorship of youth sports programs, we support more than 2,500 kids nationwide, helping build community, foster teamwork, and inspire healthy, active lifestyles.





# Community

Saatva serves as the Official Mattress & Restorative Sleep Provider for two leading adaptive sports organizations:

**Vermont Adaptive Ski & Sports**, the largest adaptive sports program in the Northeast. As part of the partnership, Saatva has provided premium bedding products and luxury home furnishings.

**Lakeshore Foundation**, a U.S. Olympic & Paralympic Training Site and home to elite teams including USA Wheelchair Rugby, Boccia United States, and USA Para Powerlifting. As part of our partnership, Saatva has outfitted the facility with over 75 mattresses and premium bedding products.





# Community



For the fourth year in a row, Saatva provided scholarship funding for youth in Austin Public Housing, giving students access to meaningful summer work and internship opportunities.

Since 2019, Saatva has partnered with PENCIL NYC, a nonprofit dedicated to connecting students with success. Our employees volunteer as mentors and participate in PENCIL's signature Principal for a Day program, helping students explore career pathways and build confidence for life outside of the classroom.



*Saatva volunteer mentors and student mentees from Flushing High School visited a Saatva Viewing Room and the PENCIL offices in June, 2025*



# Community

In addition to our key initiatives, Saatva supported more than 12 nonprofit organizations in 2025. This included our mattress donation program, through which we provide brand-new mattresses to organizations serving individuals and families in need.





# Conclusion

2025 was a milestone year, one that strengthened our foundation and clarified our path forward.

Looking ahead, our focus is on scaling with purpose. We will continue to invest in our people, enhance the customer journey, and make a meaningful difference in the communities we serve.

The progress outlined in this report is ongoing. With curiosity, agility, and a continued commitment to responsible growth, we are building a future where great sleep, and the superpowers it unlocks, is accessible to even more people.

