

MEDIA RELEASE

Steve Smith Saves Koalas With Every Run Scored

SYDNEY Friday, 01 December 2017 - Koala is proud to further enhance its partnership with Steve Smith, the founding investor in the online furniture company, with a koala-for-runs program. It will see Australia's fastest-growing furniture startup adopt a real-life koala for every run the Aussie captain scores during the 2017-18 Ashes series. The announcement follows Steve Smith's match-winning captain's knock at the Gabba last week.

With Koala's logo clearly visible on Smith's bat, the Aussie captain is showing his support for the future of the koala population by raising money for koala rescue, rehabilitation and habitat protection. When Steve scores, our koalas score.

"As the founding investor, Steve Smith has been with us from the start, sharing our vision of protecting koalas and disrupting the furniture industry. We're proud of our association with such a sporting icon, who epitomises the best Australian traits of loyalty and tenacity," said Koala co-founder Mitchell Taylor. "Steve's phenomenal innings at the Gabba without question was a match winner the test for the Aussies, and Koala wanted to honour the performance by doing the right thing and stepping up to save koalas. Since our launch, we've adopted a koala with every mattress purchased, but we are taking it to the next level this summer".

A scoreboard tracking the tally of koalas saved across the series can be found at koala.com/cricket. Koala is also keeping track of the skipper's performance in the field by registering his catches, which will result in 20 additional koalas adopted, runouts amount to 30 koalas and should Smith take a wicket, 100 koalas will be rescued. At the end of the Ashes series, Koala will tally up Smith's overall ledger and adopt koalas on his behalf.

"Koala has come so far since we all first met to test the mattresses two years ago. One of my favourite things about Koala's business has always been its commitment to support Australian wildlife. I am excited to take on the challenge this summer and help take Koala's mission to new heights," said Steve Smith.

Koala was founded in 2015 to take the pain out of buying furniture online and to help humans of all shapes and sizes sleep better. Now more than 70,000 Aussies are sleeping on a Koala

mattress, including four members of the test team who have followed Steve Smith's lead.

Koala is committed to giving back and works with the WWF to adopt a koala with each mattress it sells, while also helping with habitat protection and regeneration.

With a promise of four-hour delivery to metropolitan areas, a focus on customer service and a 120-day money-back guarantee, Koala has surged ahead to offer Australia's highest-rated and reviewed mattress as well as much-loved pillows.

-ENDS-

About Koala:

Koala was founded in 2015 with a singular mission: to take the pain out of buying a mattress and to help humans of all shapes and sizes sleep better. With a promise of prompt delivery, a focus on customer service, and a 120-day money-back guarantee, the agile start-up has surged ahead to become Australia's highest rated and reviewed mattress in all categories. The business is also passionate about giving back, and adopts a Koala for every mattress sold with a unique partnership with WWF in each international market it sells its products. The adoptions help with the rescue and treatment of sick and injured koalas with the goal of releasing them back into the wild while also helping with habitat protection and regeneration.

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