



Mr H.E. Ban Ki-Moon
Secretary-General United Nations
New York, NY10017
U.S.A.

Mr. Kell ✓
(W. enclos.)

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Dear Mr Secretary-General,

I am pleased to confirm that Beter Bed Holding N.V. supports the ten principles of the Global Compact with respect to human rights, labour, environment and anti-corruption.

With this communication, we express our intent to advance those principles within our sphere of influence. We are committed to making the Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative projects which advance the broader development goals of the United Nations, particularly the Millennium Development Goals. Beter Bed Holding N.V. will make a clear statement of this commitment to its stakeholders and the general public.

Beter Bed Holding's core activity is the retail trade in the market for sleeping comfort. Across all of our formulas and the countries in which we operate, we offer high-quality products that we sell to consumers for the best possible 'deal' based on advice that is better than that of the competitors.

In our 2010 report Beter Bed Holding has reported its code of conduct, both for its own employees, and for the suppliers. The code of conduct is formed around the 10 Principles from the UN Global Compact. To our opinion our code of conduct fully commits to the UN Global Compact, and beyond.

Over 2011 Beter Bed Holding has reported on corporate social responsibility on GRI C level, integrated in the annual report. The report shows that we live up to the commitments of the Global Compact in our daily activities. Our organisation is well aware of the global challenges of corporate social responsibility and therefore acts according to the Global Compact, and beyond.

We recognize that a key requirement for participation in the Global Compact is the annual submission of a Communication on Progress (COP) that describes our company's efforts to implement the ten principles. We support public accountability and transparency, and therefore commit to report on progress within *one year* of joining the Global Compact, and *annually* thereafter according to the Global Compact COP policy.

Sincerely yours,
Beter Bed Holding N.V.

Ton Anbeek,
CEO

✓ Enclosures