

proper

Build your long
term sleep health,
starting tonight



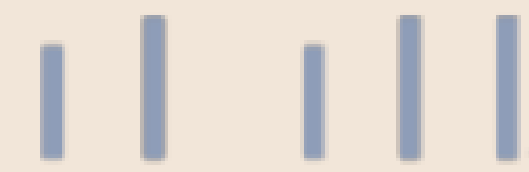
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Proper is on a mission to improve
people's health and happiness by offering a
holistic sleep wellness solution—grounded in
truth, science, and data.

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SLEEP IS A PUBLIC HEALTH ISSUE

Lack of sleep is a widespread health issue with crippling effects on the individual, society, and economy at large

1/3

US adults don't get enough sleep.

164M

Suffer from sleep issues at least 1x a week.

1.2M

Lost work days due to sleep inefficiencies in the U.S.



SLEEP IS A PUBLIC HEALTH ISSUE

The sleep aisle is filled with OTC drugs that are suboptimal quick fixes... and there is a real lack of access to sleep expertise.



64%

of consumers agree that OTC sleep aids have undesirable side effects

1 : 43,000

of board certified sleep specialists to consumers

51%

agree that OTC sleep aids are not safe to take regularly

90%

% of Primary Care Physicians say their knowledge of sleep is "fair to poor"

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WHAT IS PROPER?

A better way to achieve long term sleep health

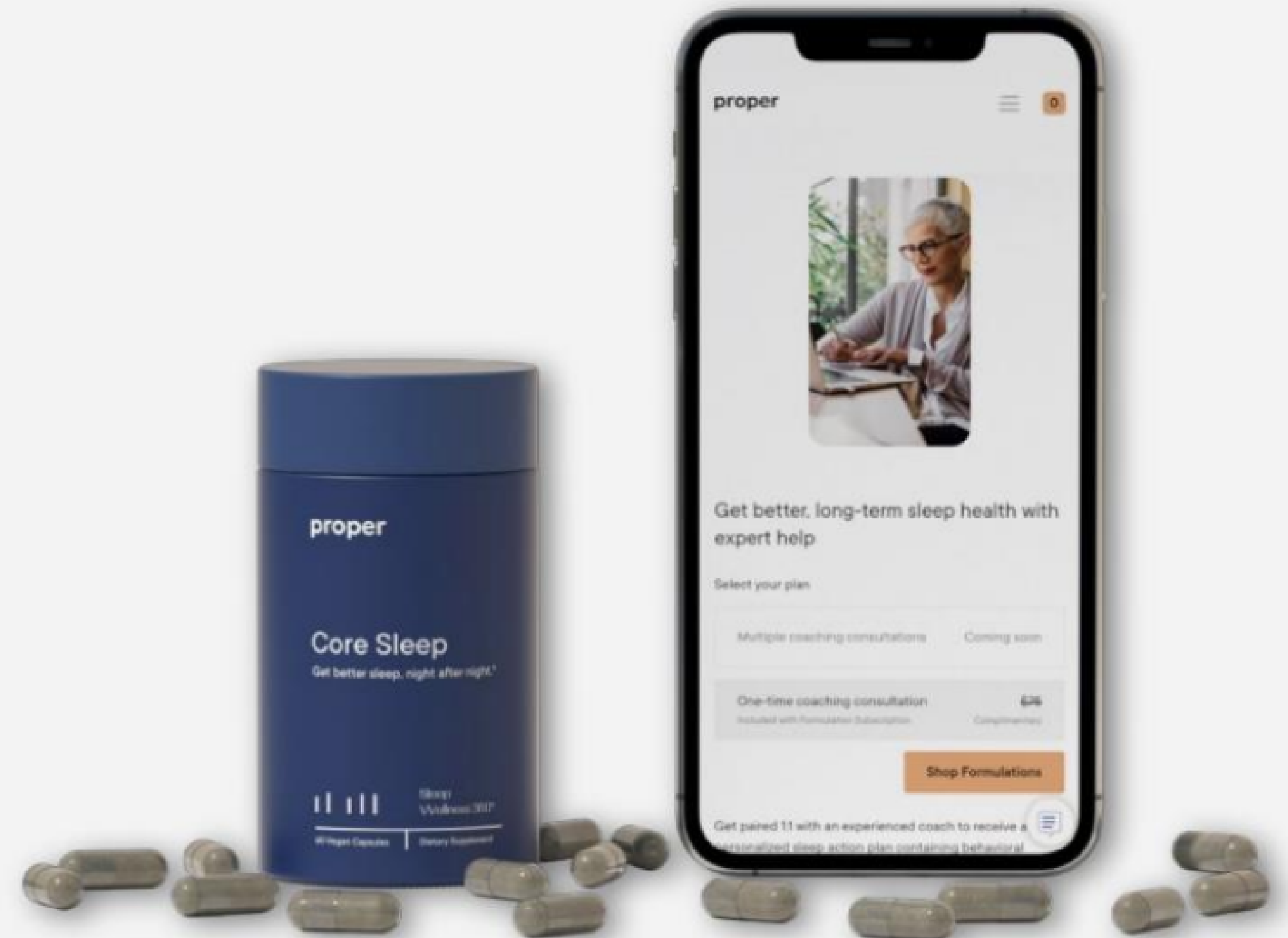
Proper is a new kind of sleep wellness brand, built on providing access to a holistic solution that combines:

Natural & Evidence-backed Sleep Formulations

Safe, effective, and tailored for specific sleep needs. Ingredients and dosage levels clinically proven to improve sleep. Developed by leading PhDs and medical doctors in sleep science, psychology, nutritional biochemistry, and integrative medicine.

Personalized Sleep Expertise

Get a sleep assessment, 1:1 live consult, and a tailored action plan. Proper coaches are vetted, experienced health and wellness coaches, educated in a PhD-developed curriculum from a clinical psychologist & behavioral sleep medicine expert and professor at the Stanford Center for Sleep Science & Medicine.



Proper sleep is not one size fits all

Powerful formulas designed with natural, clinically-proven ingredients, to help you fall asleep, stay asleep, and wake up feeling refreshed.



Our essential blend of Sensoril® Ashwagandha Root & Leaf Extract, GABA, Venetron™ Rafuma Leaf Extract, and Valerian Root Extract



Get better sleep and **reduce everyday stress** with our core formulations + clinically proven L-theanine



Get better sleep and **improve cognitive performance** with our core formulation + clinically proven Cognigrape™



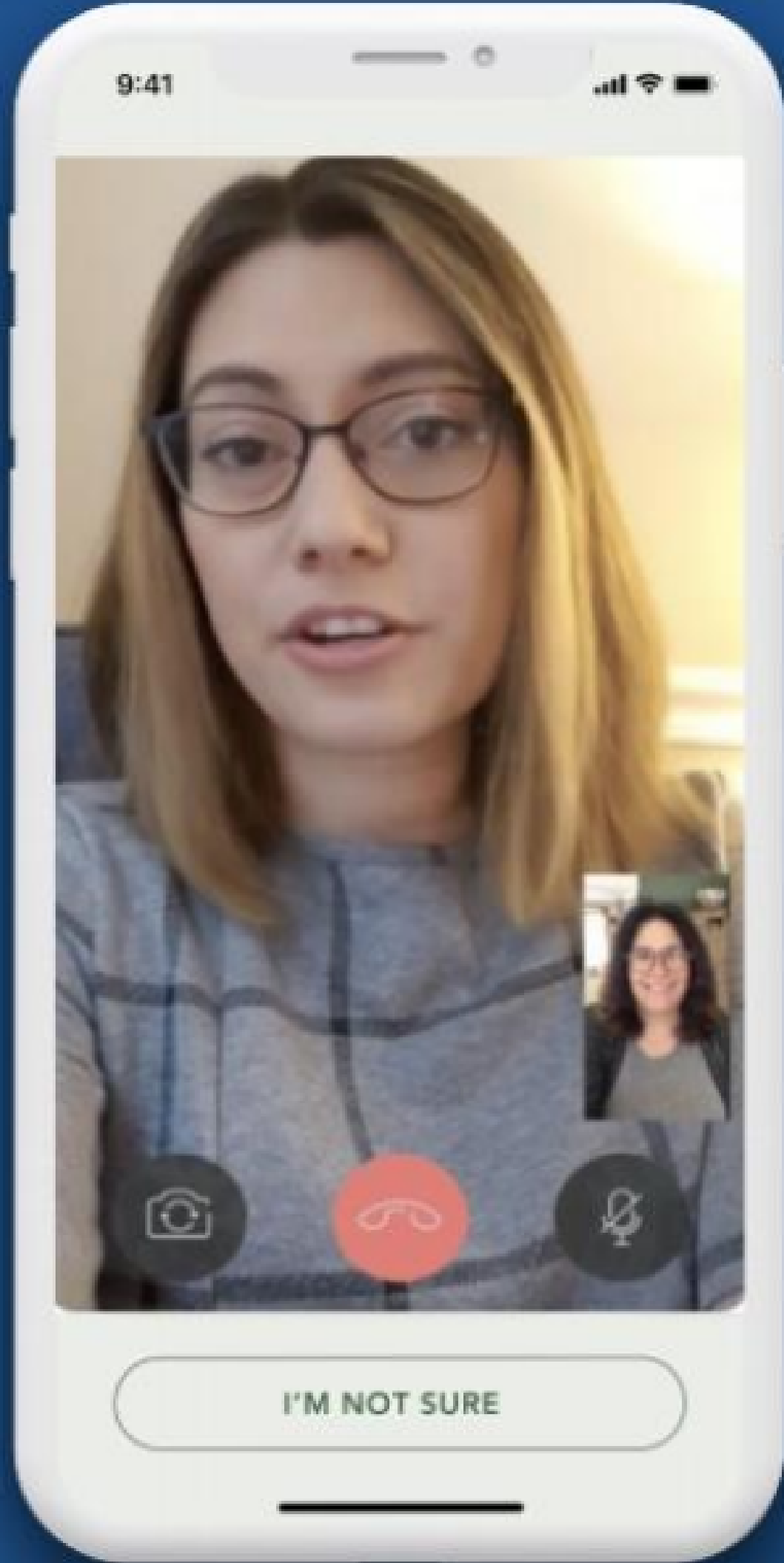
Get better sleep and **support your immune health** with clinically proven Wellmune®



Reset your natural sleep cycle with our core formulation + tart cherry and regular and extended release melatonin



Behavioral support for long term sleep health



The right behavioral guidance and support can help you build better sleep hygiene. Proper will get you there with live, personalized support with our trained sleep experts.



1

Online sleep assessment

Identifies your sleep issues and goals. Allows your coach to prepare for your 1:1 live consultation.



2

1:1 Consultation phone or video

Focuses on behavioral and environmental practices applicable based on your unique sleep issues and goals.



3

Personalized sleep action plan

Receive recommendations tailored to you and recommended by your sleep coach to improve your sleep.

Proper's Founding Team

70+ Years of Experience Across Tech, Consumer Goods & Healthcare



Nancy W. Ramamurthi
Chief Executive Officer

Officer & VP, Walmart
CMO, Modcloth
Co-founder & CMO, Chairish
VP/GM, SAP Concur
Consumer Strategy, Pfizer
GM & Marketing, Yahoo!
Brand, Coca Cola & Kraft
Northwestern MBA

23+ Years of Experience



Kamiu Lee
Chief Operating Officer

CEO, ACTIVATE
eCommerce, Ralph Lauren
Strategy, Rent the Runway
Associate, Gotham Ventures
M&A, HSBC Securities
Columbia MBA

13+ Years of Experience



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Chief Product Officer

Co-founder & VP Product,
Parsley Health
VP Data Products, Viacom
VP Product, MTV Networks
University of Michigan BA

15+ Years of Experience



Sumish Khadka
VP Supply Chain & Products

Sr Dir. of Supply Chain, Nutrafol
Supply Chain, Nature's Bounty
Supply Chain, Weight Watchers
Hofstra MBA

10+ Years of Experience



Caci Massaro
Lead, Strategy & Ops

Associate, Activate
Senior Associate, Mars & Co
Advisory Associate, KPMG
Tulane Masters in Accounting
Tulane BA

6+ Years of Experience



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PR & Partnerships, W&P
Account Exec, Derris
Digital Content Lead &
Strategist, Social Driver

5+ Years of Experience

World Class Advisory Team - leaders in sleep science & medicine, integrative medicine, and nutritional biochemistry



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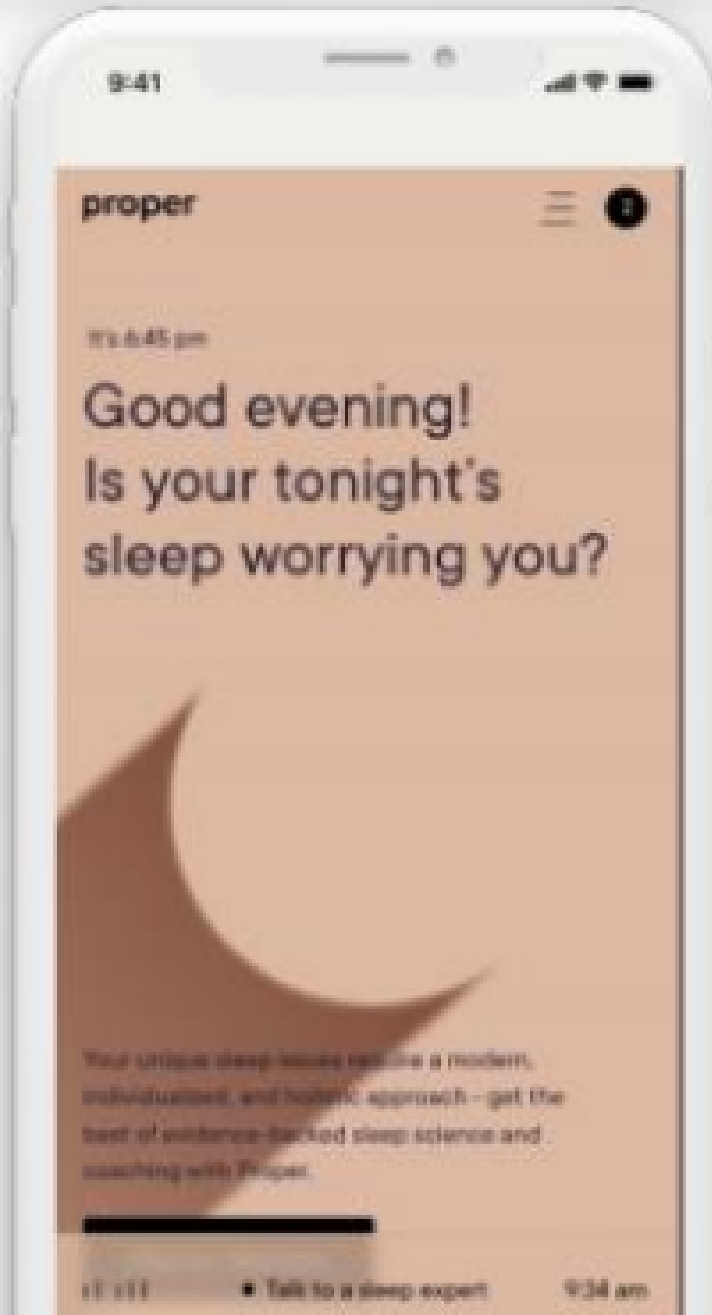
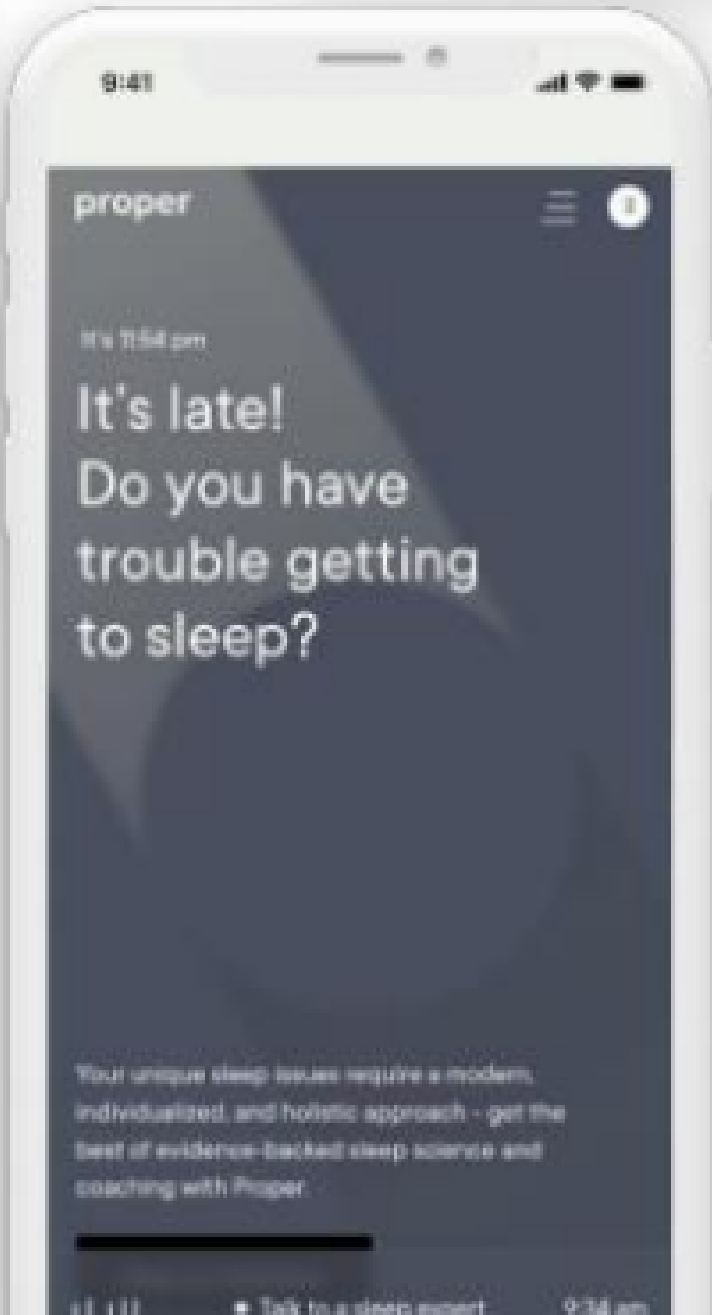


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Duke Professor of
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Stanford Sleep Center
Senior Manager of Clinical
Research, Psychology & Sleep
Medicine

A preview of our branding & digital experience





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