

Press release

Uden, the Netherlands, 17 March 2023

1 IN 5 SERIOUS CAR ACCIDENTS CAUSED BY SLEEP DEPRIVATION

- Less than 4 hours of sleep in a 24-hour period means a 15 times increased risk of causing a car accident.
- 24 hours of no sleep or a week of 4-5 hours of sleep per night equals 1.0 blood alcohol level (4 glasses). This is twice the amount allowed by law.
- The highest risk of falling asleep at the wheel: young adults, between midnight and 6 a.m. and in the case of untreated sleep disorders.
- Beter Bed develops online training modules with doctor and sleep coach Aline Kruit.
- Beter Bed launches the Better Sleep app.

Sleeping badly causes more problems than many people are aware of. Besides having a negative effect on health, lack of sleep has the same effect in traffic as drinking alcohol. 20 per cent of serious car accidents could have been prevented if drivers had rested properly before taking the wheel. Beter Bed Holding N.V. (BBH) has focused for years on improving sleep as part of its *Sleep better, live better* brand promise. With that in mind, the sleep specialist released a sleep manifesto earlier this year and is working with numerous experts, both Dutch and foreign, in the field of sleep. Today is the International Day of Sleep. Reason for the Beter Bed formula to draw attention to road safety in combination with the importance of a good night's sleep. To illustrate the effect of too little sleep on driving, racing driver Tom Coronel did [a test drive](#) in a simulator after 24 hours without sleep. Sleep scientist Merijn van de Laar concluded that focused attention and concentration decreased significantly after 24 hours without sleep.



Sleep better, live better

There is relatively little attention given to sleep problems and their consequences in the Netherlands and Belgium. Beter Bed recently launched a network of sleep experts that includes Aline Kruit, who is a doctor, sleep coach and author, and Merijn van de Laar, who is a sleep scientist. The various knowledge partners in this network help Beter Bed to define a scientific basis for sleep knowledge, innovations, product development and advice to customers. For example, Aline trains all Beter Bed colleagues internally to become certified sleep specialists by means of an exclusive sleep training course. From warehouse workers and sleep consultants in the shop, to the boardroom.

Beter Bed is launching the better sleep app this week. The app provides insight into sleep and offers personalised sleep advice. "In combination with a sleep tracker and based on sleep data, it makes users more aware of their sleep behaviour," says Aline Kruit. These activities resulted from the [manifesto](#) that Beter Bed published last year, in which the sleep retailer fully commits itself to raising awareness about better sleep.

Sleep deprivation has same effect as alcohol

Being sleepy when driving can lead to less control over the car. A person who is sleepy is less alert, shows delayed reaction times and has more difficulty making decisions. When people are sleepy, they are less receptive to danger and fear signals. They are less able to assess situations realistically and this causes serious problems when driving.

Don't overestimate yourself

Sleep scientist Merijn van de Laar explains: "We see this theoretical description of what sleep deprivation does to road safety very clearly when we compare Tom Coronel's two test drives. During the first drive he was fit and had had enough sleep. We see rapid reaction times, a tight course, good anticipatory ability and a lap time of 1:20.680 minutes. On the second drive, after 24 hours without sleep, it was clear that he performed less well in the simulated race and found it difficult to sustain the drive to the end. His lap time was also slower and was down to 1:22.600 minutes." Tom Coronel responds: "I am a professional racing driver and you could say that I can control the car very well and have above-average judgement and responsiveness, even after a night without sleep. The second day of testing I felt sleep-deprived and during the test it became clear that I was not anticipating quickly enough. You can see that in the lap times, but I also definitely felt that in my body. This was a simulator test, but I definitely want to avoid this ever happening to me on public roads."



About Beter Bed Holding

Beter Bed Holding (BBH) is the Netherlands' leading sleep specialist in retail, wholesale and B2B.

Our mission is simple. *We believe that the better we sleep, the **happier, healthier** and more **productive** we are. And we won't rest until everyone gets the high-quality sleep they deserve.*

Listed on Euronext Amsterdam, BBH operates the successful retail brands Beter Bed, Beddenreus, the new subscription brand Leazzzy and the digital organisation LUNEXT. In addition, through its subsidiary DBC International, BBH has a wholesale business in branded products in the bedroom furnishings sector, which includes the well-known international brands M line and Simmons.

With 4 distribution centres, a fleet of 80 vehicles, 132 stores, a fast-growing online presence, and a wholesale company our team of over 1,000 dedicated employees generated € 214.2 million revenue in 2021.

Providing expert sleep advice is at the very heart of our strategy, and thanks to our revolutionary 'Beter Slapen ID' tool, our sleep consultants help customers to get the perfect night's sleep. BBH is proud that M line is the official sleep supplier of AFC Ajax, TeamNL, Jumbo-Visma, NOC*NSF and the KNVB.

About Beter Bed

Beter Bed is committed to giving sleep the priority it deserves for a healthier society. The company believes that everyone can improve their sleep. This is something Beter Bed has been supporting for 40 years. Besides the products Beter Bed sells in over 100 shops in the Netherlands and Belgium and via beterbed.nl and beterbed.be, the company is also committed to better sleep in other ways. For instance, it collaborates with scientists, provide education and training and have developed the Better Sleep ID and the Better Sleep app. Beter Bed calls on everyone to sign the [manifesto](#).

About Tom Coronel

Tom Coronel is a racing driver, businessman and analyst at Viaplay. He previously analysed Formula 1 races at Ziggo Sport. Since 2022, he has been a permanent analyst for Formula 1 races at Viaplay. Since 2005, he has participated in the WTCR, the World Touring Car Racing Championship, where he developed into one of the most experienced racing drivers. In the late 1990s, Tom Coronel achieved a lot of success. In 1997, he was Japanese Formula 3 champion and won the Formula 3 Masters at Zandvoort. Moreover, he became Formula Nippon champion in 1999. Tom Coronel has also participated in the 24 Hours of Le Mans race several times over the years. Tom Coronel, together with his twin brother Tim Coronel, has competed in the Dakar Rally every year.

About Merijn van de Laar

Merijn van de Laar studied biological psychology at Maastricht University and obtained his PhD with a thesis on personality and sleep and the treatment of insomnia. He worked for many years at Kempenhaeghe, Centre for Sleep Medicine, treating people with insomnia, adverse night-time behaviour and shifted sleep-wake rhythms. He now works at Maastricht University where he teaches junior general practitioners on the diagnosis and treatment of sleep problems. Together with his colleague Dr Ingrid Verbeek, he wrote a protocol book for psychologists and practice nurses and treated patients with sleep problems in the TV programme 'Bizarre sleepers'. He also collaborated on the Netherlands Brain Foundation's Sleep Check App. Merijn van de Laar is also a regular guest on the Radio 2 programme Rinkeldekinkel, he has been on the Op1 talkshow, participated in the programme 'The Sleepless' and is a knowledge partner of Beter Bed.

About Aline Kruit

Aline Kruit is a doctor, coach, teacher, author and speaker. She is an expert in treating insomnia with Acceptance and Commitment Therapy (ACT). In addition to working as a sleep coach at the LIJV clinic, Aline runs her own personal coaching practice, is an ACT teacher and knowledge partner of Beter Bed. Aline is author of the books 'Slapen is niets doen' (2018), 'Eerste hulp bij Beter Slapen' (2019) and 'Goede Nacht, lekker slapen en beter presteren bij onregelmatige werktijden' (2020). She wrote the last 2 books together with fellow sleep coach Irma Leijten. Slapen" (2019) en "Goede Nacht, lekker slapen en beter presteren bij onregelmatige werktijden" (2020). De laatste 2 boeken samen met collega slaapcoach Irma Leijten.

For more information

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