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CORPORATE BACKGROUNDER

The MLILY brand, created by Rugao, China-based Healthcare Co., Ltd., is a leader in the research and development, design, production and sale of memory foam mattresses, pillows and toppers. The company is a key production base of memory foam internationally, and its products have been sold in 73 countries. Healthcare Co. was listed on the Shanghai Stock Exchange under the “Meng Bai He” banner in 2016, where it remains the only Chinese listed company focused on memory foam products. Now, Healthcare Co., Ltd owns 20 holding companies in and out of China.

A pioneer in memory foam technology, the research- and technology-driven company holds multiple international patents for its non-temperature sensitive memory foam, a breakthrough technology developed in 2010 after more than five years of research. Led by its visionary founder James Ni, MLILY also owns dozens of patents for other memory foam formulations, as well as its mattress and pillow designs.

Its main factory in Jiangsu, China, encompasses more than 4 million square feet and produces more than 25 containers of mattresses per day for exporting, which accounts for more than 80 percent of its business. The company opened a 322,000-square-foot factory in Serbia in 2015 to serve markets in Europe, the Middle East and North Africa, and another factory is under construction in South Carolina to serve the rapidly growing U.S. market, which it entered in 2011. Currently, the Serbia factory and another MLILY plant in Thailand build products for U.S. customers.

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MLILY CORPORATE BACKGROUNDER

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MLILY's U.S. operations are based in Knoxville, Tennessee, where it oversees a growing network of retail customers and a vibrant OEM business that features memory foam mattresses, toppers and pillows made on a private-label basis for a number of leading big box retailers and department stores.

In its home country of China, MLILY has successively reached strategic agreements with well-known domestic brands such as Easyhome and Red Star Macalline Group Corporation Ltd. MLILY has also cooperated with four major hotel groups. At present, it has more than 200,000 zero-pressure rooms throughout the country.

Worldwide, the company promotes the brand through its sponsorship with the Manchester United Football Club, and as exclusive sponsor of the MLILY Cup World Go Open Tournament, where the MLILY cup and reward is presented to the champion. Go is a strategy board game that was invented in China about 2,500 years ago and is extremely popular China, Japan and many other Asian nations. In North America, Europe and other regions, it is in its infancy stage. It is believed to be the world's oldest board intelligence game.

MLILY USA is the North American mattress and pillow company of Shanghai-based Healthcare Co., Ltd. Based in Knoxville, Tennessee, the company's mattresses, pillows and sleep accessories are all manufactured in state-of-the-art factories located in China and Serbia that span more than 6 million square feet. With products sold worldwide, MLILY also holds a unique global strategic partnership with Manchester United, the leading sports brand and popular soccer team located in the United Kingdom. As part of the partnership, MLILY provides the team's training complex with mattresses and other sleep products. For more information, visit www.MLILYUSA.com.