

Qualifying Explanatory Statement for Keen & Toms Holdings (t/a Hypnos Beds)

Prepared for: Keen & Toms Holdings (t/a Hypnos Beds)

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Date: 07 August 2025

Planet Mark Qualifying Explanatory Statement



Introduction

This document forms the Qualifying Explanatory statement (QES) for Keen & Toms Holdings (t/a Hypnos Beds) which demonstrates the commitment and achievement of carbon neutrality for its operations in accordance with PAS2060:2014.

Keen & Toms Holdings (t/a Hypnos Beds) has committed to and achieved carbon neutrality under the guidelines of PAS2060:2014. The information contained within this QES is believed to be correct at the time of issue.

The data and information have been subject to a limited confirmation through the achievement of Planet Mark Business Certification. The Planet Mark Business Certification report is provided in separate documentation to the QES and reports an organisation's measured Greenhouse Gas (GHG) emissions. Planet Mark Members are required to achieve an annual 5% reduction in Scope 1 and 2 emissions and expand their measurement remit to have a total carbon footprint by 2030. Planet Mark is an internationally recognised carbon reduction and net zero specialist.

Should any data or evidence present itself that would alter the Business Certification report, Keen & Toms Holdings' (t/a Hypnos Beds) QES will be updated and reissued accordingly.

PAS 2060 Requirements	Information Relating to the Carbon Neutral Declaration
Entity making declaration	Keen & Toms Holdings (t/a Hypnos Beds)
Description of the entity	Mattress and bed manufacturer
Boundary of declaration	Hypnos Ltd, Hypnos Contract Beds Ltd
Rational for boundary selection	The boundary represents the majority of emissions associated with the operations of the company that they have direct control over
Emissions scope	Electricity, Natural Gas, Propane, Transmission and Distribution Losses, Wood Fuel, Business Travel, Fleet Travel, Paper, Waste, Water
Methodology and standards used	Greenhouse Gas (GHG) Protocol, Department for Energy Security and Net Zero (DESNZ) Emission Factors 2024
Why has this methodology been chosen	The methodology employed shall minimise uncertainty and yield accurate, consistent and reproducible results.
Certified by	Planet Mark
Baseline date for PAS2060	01 July 2019 – 30 June 2020
Achievement period	01 January 2024 – 31 December 2024

Declaration of Achievement

Keen & Toms Holdings (t/a Hypnos Beds) has achieved carbon neutrality for its operations in line with the guidelines of PAS2060:2014 for the period 01 January 2024 – 31 December 2024.

Carbon neutrality of Keen & Toms Holdings (t/a Hypnos Beds) achieved by Keen & Toms Holdings (t/a Hypnos Beds) in accordance with PAS 2060 on 09 June 2025 with a commitment to maintaining to 01 January 2025 – 31 December 2025 for the period commencing 01 January 2024 – 31 December 2024, Planet Mark certified.

PAS 2060 Requirement	Information Relating to the Carbon Neutral Declaration
Achievement period	01 January 2024 – 31 December 2024
Measured carbon footprint (market-based)	604.8 tCO ₂ e
Baseline year	01 July 2019 - 30 June 2020
PAS2060 method	Independent third-party certification
Absolute or intensity reduction	Absolute
Carbon neutrality option	I3P-3 Independent third-party certification – unified
Location of GHG emissions report	Section A
Location of details describing internal reductions	Section B
Location and details about the carbon offsets	Section C

Signed by a senior company representative.

Name:

Greg Mitchell

Date:

7/8/2025

Declaration of Commitment

Keen & Toms Holdings (t/a Hypnos Beds) has committed to maintain carbon neutrality in accordance with PAS 2060:2014.

Carbon neutrality of Keen & Toms Holdings (t/a Hypnos Beds) achieved by Keen & Toms Holdings (t/a Hypnos Beds) in accordance with PAS 2060 on 09 June 2025 with a commitment to maintaining to 01 January 2025 – 31 December 2025 for the period commencing 01 January 2024 – 31 December 2024, Planet Mark certified.

PAS 2060 Requirement	Information Relating to the Carbon Neutral Declaration
Entity making declaration	Keen & Toms Holdings (t/a Hypnos beds)
Description of the entity	Mattress and bed manufacturer
Boundary of declaration	Hypnos Ltd, Hypnos Contract Beds Ltd
Rational for boundary selection	The boundary represents the majority of emissions associated with the operations of the company that they have direct control over
Baseline date for PAS2060	01 July 2019 – 30 June 2020
Achievement period	01 January 2024 – 31 December 2024
Commitment period	01 January 2025 – 31 December 2025

Signed by a senior company representative.

Name:

Craig Mitchell

Date:

7/8/2025

Section A. Measured Carbon Footprint

The information contained within Section A. relates to the measured carbon footprint of the entity and any information related to the methodology, assumptions and data quality.

The measured carbon footprint has been prepared in line with the GHG Protocol Corporate Accounting and Reporting Standard. Emissions have been calculated in line with this standard and the relevant emissions factors applied listed in the DESNZ emissions factors DESNZ 2024. The measured carbon footprint is calculated and undergoes a limited verification process in line with the Planet Mark Certification Scheme Rules, Procedures and Management as part of Planet Mark Business Certification.

- Keen & Toms Holdings (t/a Hypnos Beds) has currently measured the following Scope 1, 2 and 3 categories as part of Planet Mark Business Certification:
 - Scope 1 emissions are Keen & Toms Holdings (t/a Hypnos Beds) direct GHG emissions from sources that are owned or controlled by Keen & Toms Holdings (t/a Hypnos Beds). These emissions include:
 - Fleet, Natural Gas, Propane, Wood Fuel.
 - Scope 2 emissions are Keen & Toms Holdings (t/a Hypnos Beds) indirect GHG emissions that occur when they have purchased and uses electricity, steam, heat, or colling.
 - Electricity.
 - Keen &Toms Holdings (t/a Hypnos Beds) has included the following Scope 3 categories as part of its carbon neutrality assessment: Purchased Goods & Services (partial Measurement), Fuel- and energy-related activities (partial measurement), Wate, Business Travel.

Over 95% of the carbon emissions within this report have been accounted for within the defined scopes and boundary.

Emissions from electricity consumption at Hypnos Ltd and Hypnos Contract Beds Ltd sites has been calculated using consumption provided on invoices and the location-based method with grid average emissions factor from DESNZ. For market-based calculations, a renewable supply emissions factor was used for Hypnos Ltd, while a Residual Mix emissions factor was used for Hypnos Contract Beds Ltd, as no supplier information was available. Hypnos Contract Beds Ltd has been estimated from previous meter readings.

Natural gas, and propane have been calculated using consumption provided on invoices multiplied by the relevant DESNZ 2024 conversion factors. Natural gas consumption has been interpolated and extrapolated to fit the reporting period.

Fleet emissions have been calculated using the total litres of fuel purchased during the reporting period multiplied by the relevant DESNZ 2024 conversion factors.

For Business Travel, National Rail, Taxi, Bus, and Car mileage has been estimated from cost data.

Keen & Toms Holdings (t/a Hypnos Beds) has updated their reporting period from 01 July 2022 to 31 June 2023, to 01 January 2024 to 31 December 2024. Due to there not being any overlapping months a like-for-like comparison was possible.

Measured Carbon Footprint Breakdown:

Source	Scope	Unit	01 July 2022 to 30 June 2023		Current 01 January 2024 to 31 December 2024		% Change in tCO ₂ e from previous year	% total carbon footprint
			Amount	tCO ₂ e	Amount	tCO ₂ e		
Buildings								
Electricity (market based)	2	kWh	751,256.5	52.5	521,312.0	23.3	-56%	4%
Electricity (location based)	2	kWh	751,256.5	155.6	521,312.0	107.9	-31%	-
Natural Gas	1	kWh	1,688,830.0	308.9	1,648,999.2	301.6	-2%	50%
Propane	1	tonnes	2.5	7.6	2.1	6.3	-17%	1%
Transmission and Distribution Losses	3	kWh	751,256.5	13.5	521,312.0	9.5	-29%	2%
Wood Fuel	1	tonnes	28.9	1.5	17.4	0.9	-36%	0.2%
Procurement								
Paper Primary Content	3	tonnes	5.6	5.1	14.1	18.8	268%	3%
Travel								
Fleet Diesel Fuel	1	litres	97,873.6	245.9	55,948.0	140.6	-43%	23%
Fleet Petrol Fuel	1	litres	20,266.1	42.5	33,734.3	70.3	65%	12%
Air Travel	3	passenger.km	29,854.9	3.2	8,239.8	0.9	-71%	0.2%
Average Car	3	km	166,302.1	27.7	108,852.4	18.2	-34%	3%
Bus	3	passenger.km	-	-	610.5	0.1	-	0.01%
Rail Travel	3	passenger.km	10,188.6	0.4	24,782.7	0.9	143%	0.1%
Taxi	3	km	8,259.5	1.7	11,879.4	2.5	44%	0.4%
Van	3	km	174,815.1	40.3	-	-	-	-
Waste								
Composting	3	tonnes	-	-	1.9	0.02	-	0.003%
Energy from Waste	3	tonnes	587.3	12.5	41.3	0.3	-98%	0.04%
Landfill	3	tonnes	51.3	26.7	12.0	6.2	-77%	1%
Recycled	3	tonnes	340.2	7.2	351.5	2.1	-71%	0.3%
Water								
Water Supply	3	cubic metres	3,711.0	0.7	7,046.0	1.1	65%	0.2%
Water Treatment	3	cubic metres	3,711.0	0.7	6,693.7	1.2	66%	0.2%
				Market-based				
Total		tCO ₂ e		798.6		604.8	-24%	
No. employees		Number		448		306.1		
Total per employee		tCO ₂ e		1.8		2.0	11%	
Turnover £m		£m		64.1		45.7		
Total per £m		tCO ₂ e		12.5		13.2	6%	
Total floor space		m ²		163,392.0		11,740.0		
Building emissions per m²		tCO ₂ e		0.002		0.03	1138%	
				Location-based				
Total		tCO ₂ e		901.7		689.5	-24%	
No. employees		Number		448		306.1		
Total per employee		tCO ₂ e		2.0		2.3	12%	
Turnover £m		£m		64.1		45.7		
Total per £m		tCO ₂ e		14.1		15.1	7%	
Total floor space		m ²		163,392.0		11,740.0		
Building emissions per m²		tCO ₂ e		0.003		0.04	1118%	

Section B. Carbon Management Plan

This is the 5th year Keen & Toms Holdings (t/a Hypnos Beds) has achieved carbon neutrality and a commitment has been made to reduce emissions from the baseline period stated within this report. In line with Planet Mark's Business Certification requirement, Keen & Toms Holdings (t/a Hypnos Beds) has committed to reducing its Scope 1 and Scope 2 carbon emissions by 5% in the period 01 January 2025 – 01 December 2025, which equates to 27.2tCO₂e. Planet Mark requires all Members to achieve at least 5% carbon reduction in Scope 1 and Scope 2 emissions from year three of Business Certification.

Keen & Toms Holdings (t/a Hypnos Beds) has made an overall 17.6% reduction in absolute Scope 1 & 2 emissions year on year when calculated using the market-based method. This is an absolute reduction of 115.9 tCO₂e. The reduction figures are from the Scope 1 & 2 market-based totals, calculated from the normalised figures. Normalisation is the process whereby emissions sources that were not reported on in the previous year but are in the current year, are removed when comparing year-on-year footprints. We do this to compare like for like and see how carbon emissions have changed across the same reporting boundary of the business from one year to the next and is in line with the GHG Protocol Corporate Accounting and Reporting Standard.

Focus area	SMART	How?	Measure(s)	Responsible
Sustainable Development KPIs	By December 2025 create an annual ESG strategy based on agreed KPIs, to deliver Net Zero & science-based targets	KPI's, science-based targets and pledges will be created by Senior Management Team following an assessment of materiality issues. An annual progress report produced to promote strategy and achievements, including promotion of force for good plan, creating social value via offsetting, charity and community activity.	Sustainable Development KPIs	Managed by Sustainable Development Director, Sustainable Development Manager, Compliance Manager
Sustainable Entrepreneurship	From September 2023, produce a product range that supports a chosen sustainability-based charity.	Work with our partner the Eden Project to create and deliver a plant-rich mattress collection that generates charitable donations for EP as well as employing regenerative raw materials that benefit the environment and social aspects of the value chain.	Measure through sales value of the product.	Managed by Sustainable Development Director
Volunteering	Increase volunteering hours across organisation by seven hours per employee per year by December 2026.	Identify and formalise community-based volunteering opportunities. Build relationships with local charities, conservation groups (Chiltern Rangers) and 'good cause' organisations whose values align with the company's.	Measure total number of hours volunteered	To be managed by Group HR Manager and Marketing Manager + Charity & Sustainable Teams
Building Insulation	Improve energy efficiency of Princes	Replace external office windows for new double-glazed sealed units.	Reduced energy costs measured through	Operations Director

	Risborough Office Buildings by 2025		heating fuel invoicing.	
Water Consumption	Replace all taps with push pressure taps by 2024	Hypnos is a low water usage business. All taps in kitchen and toilet refurbishments should be switched to push pressure on/off taps to avoid unnecessary water waste.	Measure through lowered water utility bills	Operations Director
Water Consumption	Replace all toilet cisterns with twin flush low water usage types	Hypnos is a low water usage business. All toilets should be switched to low water usage types.	Measure through lowered water utility bills	Operations Director
Water Consumption	Replace all urinals with low water usage types	Hypnos is a low water usage business. We can be all urinals should be switched to low water usage types.	Measure through lowered water utility bills	Operations Director
Company Car	Move company car fleet/policy to low emissions fleet by 2025	Transition car policy to a efficient /hybrid/electric only policy (i.e. no diesel vehicles).	Measure through business miles travelled by fossil fuel. This policy should see a reduction in fuel purchased.	Finance Director
Business Travel	Introduce Hybrid working policy by December 2025	Where applicable encourage staff to meet via 'Teams' video calls rather than travelling to meet in person. In particular sales, operational and purchasing colleagues. Upgrade personal IT equipment & software, plus meeting room audio-visual facilities, with training sessions.	Measure through lowered business annual miles and through expenses claims for business mileage.	Group HR Manager & Group IT Manager
Business Travel	Reduce number of business flights by 30% by 2025.	Review the annual travel budget to include more money for rail travel and less for air travel. Get buy in from senior management. Upgrade personal IT equipment & software, plus meeting room audio-visual facilities, with training sessions.	Reduction in number of flights from 2024 compared to 2025. Number of staff using Teams and attended training sessions	Group HR Manager & Group IT Manager
No Poverty	Source 100% ethical and fair trade raw materials by 2026	As part of developing responsible sourcing strategy review all raw materials and exit away from materials where the provenance and social and environmental impact is not known.	Measure the amount of raw material by weight that is bought in a fair trade and	Sustainable Development Director

		Ensure that there is not poverty in the supply chain through fair trade style initiatives. Transition to raw materials with clear supply chain traceability, understanding the origins of all raw materials, by working with organisations committed to certified quality assurance programmes.	ethical manner	
No Poverty	Ensure all Hypnos direct and indirect labour is paid correctly and fairly. This should include agency staff by 2025 (ongoing initiative).	Ensure annual pay review takes place and that Hypnos continues to meet its statutory and legal obligations in terms of pay. This will also include all third-party labour supplied by agencies.	This will be minuted at relevant Board meetings	Board of Directors
No Poverty	Develop a system for donating mattresses to those in extreme need by December 2025	Cost of living crisis has pushed many families in to the poverty gap. Hypnos, as a 'force for good' will donate products (end of line, returns etc) to organisations that can identify and support families in need.	This will be minuted at relevant Board meetings.	Board of Directors
No Hunger	Ensure the raw materials we source are not creating 'hunger issues' by 2025.	The materials Hypnos source must not be from agricultural land that would have otherwise been grown for food. This goal will form part of the filter in which Hypnos selects raw materials from which to development finished products from.	This will be minuted at relevant Board meetings.	Sustainable Development Director
Good, Health and Wellbeing	Ensure Hypnos products are free from any harmful chemicals (foam, flame retardants etc), whilst remaining safe products by 2025	Chemicals are often applied to commonly used raw materials within the bed industry. Hypnos as a leading innovator need to exit from all chemicals to ensure the ongoing health and well being of the product user. This has knock on benefits for the environment as well as to colleagues who construct the Hypnos products and handle materials on a daily basis.	This will be managed by the Sustainable Development Manager and reported at Board Meetings.	Sustainable Development Director
Quality Education	By December 2025, Hypnos will ensure that all employees of the company have the opportunity to educate themselves in a field related to the business.	To facilitate the growth of employee knowledge and related skillsets, Hypnos will give the opportunity to employees to receive training and education via the Apprenticeship levy in a mutually beneficial subject. This will help build positive culture as well as retain valued colleagues.	The HR manager will report monthly at board meetings the uptake of additional education.	Group HR Manager
Gender Equality	By December 2025 Hypnos will increase the number of women	Hypnos will work hard to ensure gender equality is continued to be recognised within the business. It will ensure women and girls are	The HR manager will report monthly at	Group HR Manager

	represented in workforce management positions by 20%.	empowered and that all persons are treated fairly.	board meetings on gender equality.	
Sustainable Cities and Communities	By December 2025, Hypnos will donate 25 mattresses per annum to local homeless shelters.	Helping to get vulnerable people off the streets and into good quality and comfortable accommodation and ultimately back in to work (if appropriate) is a Hypnos force for good goal.	Sustainable Cities and Communities	By December 2025, Hypnos will donate 25 mattresses per annum to local homeless shelters.
Responsible Consumption	By 2026, Hypnos will ensure that all materials are derived from circular or sustainable sources and can be re-used within the circular economy.	Hypnos recognises global over consumption and that the global material footprint rose by 70% between 2000 and 2017. Hypnos will continue to develop products from raw materials that are originate from the circular economy or that come from renewable sources. This combined with good quality long life design principles/modular design ensure a minimum footprint.	All products will be designed via a controlled ingredients list managed by the Sustainable Development Manager.	Sustainable Development Director
Climate Action	By 2025, Hypnos will reduce GHG emissions by 10% minimum. Under review after Scope 3 baseline completion.	Achieving carbon neutrality to PAS 2060 for over 10 years, reducing carbon emissions every year, Hypnos will work with the Planet Mark to measure its GHG emission; develop plans to further its employees and communities on all aspects of positive climate action.	Reduction in carbon emissions versus baseline	Climate Action
Life Below Water	By 2025 to only use plastics that have been certified recyclable or that have been produced from renewable sources	Hypnos commit to only use plastic-based products (polyester and packaging etc) that have been made using certified recyclable material (Recycled plastic bottles) or that have been produced from renewable sources. This will be managed through the Global Recycled Standard certification. We have developed packaging using a sugar cane & recycled plastic mix.	Managed by Sustainable Development Director.	Sustainable Development Director
Life on Land	By 2026 to source at least 30% of all natural fibres via Organic or certified regenerative farming schemes or via any other bona-fide certification scheme.	In order to protect, restore and promote sustainable agriculture, Hypnos will work with supply chain partners to creates sources of natural raw materials that are produced with regenerative or organic farming methods.	Managed by Sustainable Development Director	Sustainable Development Director

Section C. Carbon Offsetting Strategy

The following information refers to the GHG emissions that have been offset for the reporting period. Keen & Toms (Hypnos Beds) has offset 605tCO₂e UNFCCC which is more than its market-based footprint of 604.8 tCO₂e, and this has been independently verified by Planet Mark as meeting the criteria for PAS2060.

PAS 2060 Requirement	Information Relating to the Carbon Neutral Declaration
Number of carbon credits used:	605 tCO ₂ e
Project standard (verified by):	UNFCCC
Type of carbon credits used:	https://offset.climateneutralnow.org/vchistory/details?orderId=37683 , https://offset.climateneutralnow.org/vchistory/details?orderId=37682 , https://offset.climateneutralnow.org/vchistory/details?orderId=37684
Time period for carbon credits:	https://offset.climateneutralnow.org/vchistory/details?orderId=37683 , https://offset.climateneutralnow.org/vchistory/details?orderId=37682 , https://offset.climateneutralnow.org/vchistory/details?orderId=37684
Date carbon credits retired:	09 June 2025
Carbon credit registry:	https://offset.climateneutralnow.org/vchistory



United Nations
Framework Convention on
Climate Change

Date: 9 JUNE 2025
REFERENCE: VC37682/2025

VOLUNTARY CANCELLATION CERTIFICATE

Presented to
Hypnos Beds Ltd
Project
Salkhit Wind Farm
Reason for cancellation
I am offsetting greenhouse gas emissions for my company

Number of units
cancelled

105 CERs

Equivalent to 105 tonne(s) of CO₂



Start serial number: MN-5-1507884-2-2-0-5977
End serial number: MN-5-1507888-2-2-0-5977
Monitoring period: 01-01-2020 - 23-06-2020

The certificate is issued in accordance with the procedure for voluntary cancellation in the CDM Registry. The reason included in this certificate is provided by the cancellor.



United Nations
Framework Convention on
Climate Change

Date: 9 JUNE 2025
REFERENCE: VC37683/2025

VOLUNTARY CANCELLATION CERTIFICATE

Presented to
Hypnos Beds Ltd
Project
Yeongam F1 Circuit Photovoltaic Power Plant CDM project
Reason for cancellation
I am offsetting greenhouse gas emissions for my company

Number of units
cancelled

150 CERs

Equivalent to 150 tonne(s) of CO₂



Start serial number: KR-5-187056023-2-2-0-8039
End serial number: KR-5-187056172-2-2-0-8039

Monitoring period: 01-01-2013 - 31-12-2020

The certificate is issued in accordance with the procedure for voluntary cancellation in the CDM Registry. The reason included in this certificate is provided by the cancellor.



United Nations
Framework Convention on
Climate Change

Date: 9 JUNE 2025
REFERENCE: VC37684/2025

VOLUNTARY CANCELLATION CERTIFICATE

Presented to
Hypnos Beds Ltd
Project
Caixa Econômica Federal Solid Waste Management and Carbon Finance Project
Reason for cancellation
I am offsetting greenhouse gas emissions for my company

Number of units
cancelled

350 CERs

Equivalent to 350 tonne(s) of CO₂



Start serial number: BR-5-146909745-2-2-0-6573
End serial number: BR-5-146910094-2-2-0-6573

The certificate is issued in accordance with the procedure for voluntary cancellation in the CDM Registry. The reason included in this certificate is provided by the cancellor.