TEMPUR SEALY INTERNATIONAL, INC. Form DEFA14A April 06, 2015

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the

Securities Exchange Act of 1934

(Amendment No.)

Filed by the Registrant x

Filed by a Party other than the Registrant "

Check the appropriate box:

- " Preliminary Proxy Statement
- " Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- " Definitive Proxy Statement
- x Definitive Additional Materials
- " Soliciting Material Pursuant to § 240.14a-12

TEMPUR SEALY INTERNATIONAL, INC.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

X	No fee required.		
	Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.		
	(1)	Title of each class of securities to which transaction applies:	
	(2)	Aggregate number of securities to which transaction applies:	
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	(4)	Proposed maximum aggregate value of transaction:	
	(5)	Total fee paid:	
	Fee p	paid previously with preliminary materials.	
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	(1)	Amount previously paid:	
	(2)	Form, Schedule or Registration Statement No.:	

(3) Filing Party:

(4) Date Filed:

Explanatory Note:

An investor presentation titled Executing on a Clear Strategy to Drive Superior Stockholder Value will be made available/released on or after April 3, 2015.

Tempur Sealy International, Inc. Stockholder Discussion Materials New York, NY April 6, 2015 Executing on a Clear Strategy to Drive Superior Stockholder Value



Forward-Looking Statements

TEMPUR, Tempur-Pedic, TEMPUR-Cloud, TEMPUR-Choice, TEMPUR-Weightless, TEMPUR-Contour, TEMPUR-Rhapson TEMPUR-UP, TEMPUR-Neck, TEMPUR-Symphony, TEMPUR-Comfort, TEMPUR-Traditional, TEMPUR-Home, Sealy, Sonames or service marks of Tempur Sealy International, Inc. and/or its subsidiaries. All other trademarks, trade names and service Additional information concerning these and other risks and uncertainties are discussed in the Company's filings with the Security the Company's 2014 Annual Report on Form 10-K filed on February 13, 2015 with the SEC, under the headings "Special Note forward-looking statement speaks only as of the date on which it is made, and the Company undertakes no obligation to update events or circumstances after the date on which such statements are made or to reflect the occurrence of anticipated or unanticing In this investor presentation we provide or refer to certain historical information for the Company. For a more detailed discussion Company is SEC filings.

2

This investor presentation contains "forward-looking statements," within the meaning of the federal securities laws, which includes plans, objectives, goals, strategies and other information that is not historical information. When used in this presentation, the

"anticipates," "projects," "plans," proposed, "intends," "believes," and variations of such words or similar expressions are in forward-looking statements include, without limitation, statements relating to the Company s expectations regarding its key st expectations regarding the Company s net sales, adjusted EBITDA, adjusted EPS, operating income, synergies, pricing increasing, planned improvements in manufacturing and distribution, expectations regarding net sales growth rates, sales growth operating increases the impact of foreign exchange, the Company s leverage ratio and expectations regarding growth opportunities stockholders. All forward looking statements are based upon current expectations and beliefs and various assumptions. There expectations or that these beliefs will prove correct.

Numerous factors, many of which are beyond the Company's control, could cause actual results to differ materially from those presentation. These risk factors include risks associated with the Company s capital structure and increased debt level; the abi operations and realize cost and revenue synergies and other benefits from the transaction; whether the Company will realize th and the acquisition of brand rights in certain international markets in 2014; general economic, financial and industry condition confidence and the availability of consumer financing; changes in product and channel mix and the impact on the Company's generoeconomic environment in both the U.S. and internationally on the Company's business segments; uncertainties arising frexchange rates on the Company s reported net sales and earnings; consumer acceptance of the Company s products; industry Company s advertising campaigns and other marketing programs; the Company s ability to increase sales productivity within Company s retail channel, including the timing of opening or expanding within large retail accounts and the timing and succertailers on revenues and costs; the Company s ability to expand brand awareness, distribution and new products; the Company product line, maintain efficient, timely and cost-effective production and delivery of its products, and manage its growth; the expanding commodity costs; and the effect of future legislative or regulatory changes.

Except where the context otherwise requires, the terms we, us our or the Company refer to Tempur Sealy Internation

Agenda

Tempur Sealy Today: Creating a Global Bedding Leader Key Strategic Actions to Drive Value

Experienced Team With Proven Track Record

Setting the Record Straight on H Partners

Conclusion: Right Team in Place to Enhance Stockholder Value

Executive Summary

4

VOTE THE WHITE PROXY CARD FOR TEMPUR SEALY S

EXPERIENCED AND HIGHLY QUALIFIED DIRECTORS:

Note 1: Total shareholder return includes stock price appreciation and dividends reinvested. Represents performance from Aug Our

Board

and

Management

Team

have

been

a

critical part of our ability to deliver solid results and drive stockholder value including a total shareholder return of 493% since Mr. Sarvary joined as CEO (1) We have successfully completed the acquisition of Sealy Corporation creating global bedding leader with complete and complementary portfolio

of brands We are

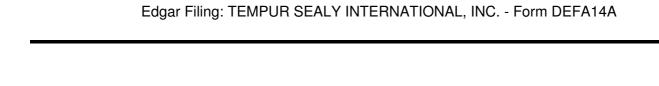
focused on driving strong margins and long term growth through reinvestment in the business evidenced by Tempur North America s return to position of strength and profitability We are leveraging our global scale to execute our international growth plan by increasing distribution, brand awareness

and product offerings We believe

	Edgal Filling. TEIVILON SEALT INTENNATIONAL, INC FOITI DELATA
Н	
Partners	
has	
outlined	
no	
constructive	
steps	
to	
enhance	
the	
Company s	
strategy,	
capital	
structure	
or	
operating	
plans,	
but	
rather	
advocates	
high-risk,	
value-destroying	
leadership	
changes	
Evelyn	
S.	
Dilsaver,	
Frank	
Doyle,	
John	
A.	
Heil,	
Peter	
K.	
Hoffman,	
Sir	
Paul	
Judge,	
Nancy	
F.	

Christopher A. Masto, P. Andrews McLane, Lawrence J. Rogers, Mark Sarvary and Robert B. Trussell, Jr.

Koehn,



Tempur Sealy Today: Creating a Global Bedding Leader 5

Leading manufacturer and distributor of bedding products with a truly global

footprint

Leading

bedding

provider

in

the

U.S.

with

approximately

32%

market

share

in 2014 (1) (Sealy ~19%, Tempur-Pedic ~13%); #1 market share in Canada (1) Broad distribution in all traditional and alternative channels, including e-commerce Strong positions in many international markets throughout Europe, Asia Pacific and Latin America Complete and complementary product offering of mattresses, adjustable bases, foundations and other accessories such as pillows Completed the transformative acquisition of Sealy in 2013, creating a complete and complementary portfolio of brands and products Attractive opportunity given the difficult economic and industry trends facing Sealy the time of the acquisition Funded with low-cost debt, preserving the ability to pursue strategic growth opportunities and reinvest in the combined Company Organizational integration in North America has been successful and is now essentially complete Increased cost synergy target from \$40 million to \$70 million (2) Long-term revenue

synergy target of \$500 million (2) Re-launched entire Sealy product lineup within approximately 18 months of acquisition close Strong financial profile FY2014 net sales of approximately \$3.0 billion and adjusted **EBITDA** of \$405 million (3) \$3.4 billion market capitalization (4) Net leverage of 3.9x Global Leader in the Bedding Manufacturing Industry Tempur International Tempur North America Sealy 2014 Sales by Segment 2014 Sales by Region **United States** Europe Canada Asia Pacific Latin America 33% 16% 51% 73% 7%

11%

- Note 1: Market share estimates for 2014 and market share leadership in Canada are based on management estimates.
- Note 2: Cost and revenue synergy targets presented on a constant currency basis. For information on the methodology used to at the end of this presentation.
- Note 3: Adjusted EBITDA is a non-GAAP financial measure. GAAP net income for 2014 was \$108.9 million. For more infor GAAP Financial Measures at the end of this presentation.
- Note 4: Based on basic shares outstanding. Calculated as of March 27, 2015.
- Note 5: Net leverage refers to the ratio of Consolidated Funded Debt less Qualified Cash to Adjusted EBITDA, which are all a facility. For more information about this leverage calculation and the related non-GAAP financial measures, please refer to U

Note 1: 2014 Mattress Industry Consumer Research

U.S.

Market.

Note 2: Based on management estimates.

Note 3: Presence includes subsidiaries, joint ventures, third party and licensee markets.

Complete and Complementary Portfolio of Brands

7

Tempur-Pedic:

#1 U.S. brand people are most interested in purchasing (1) Stearns & Foster: #1 U.S. brand in luxury innerspring sales (2) Sealy: #1 U.S. brand in total awareness (1) #1 U.S. brand people are most likely to buy (1) The Industry s Only Truly Global Company Luxury Premium Mid-Price Value Tempur Sealy Presence

(3)

Global scale creates critical competitive advantages

Creating Significant Value for Stockholders

8

Peer Median

S&P 500

Tempur Sealy

Total

Shareholder

Return

Under

Mr.

Sarvary s

Leadership

(1)

1541% 920% 670% 519% 493% 449% 432% 420% 314% 272% 235% 211% 209% 205% 199% 174% 167% 121% 124% 102% 96% 91% 40%15% 13% **SCSS** UA PII HBI TPX CRI WSMJAH BCCOLM HAR LEG GIL MHK **FOSL NWL** WWWSCS

DECK

S&P 500

TUP

HAS

LXK

DIIB

Edgar Filing: TEMPUR SEALY INTERNATIONAL, INC Form DEFA14A
MLHR
+493%
+209%
+91%
Note 1:
Peer group as outlined in Tempur Sealy Form 10-K for the year ended December 31, 2014. Mattress Firm Holding Corp. is ex-
its
IPO
was
completed
on
November
17,
2011.
Total
shareholder
return
includes
stock
price
appreciation
and
dividends
reinvested.
Represents
performance
from
August
4,
2008,
the
date
Mr.
Sarvary
joined
as and a second
CEO,
to March 27, 2015.
Note 2:
Represents performance from September 26, 2012, the date prior to the announcement of the Sealy acquisition, to March 27,
of
the S. I.
Sealy
acquisition
(2)
Furthermore,

Tempur Sealy has created

approximately \$1.8

billion

of

equity

value

since

the

announcement

Strategic

Accomplishments

2009

2014

Grew

Tempur

North

America

net

sales

from

\$525

million in 2009 to \$1.0 billion in 2014, a 14% **CAGR** (1) Increased U.S. market share from 8% in 2009 to an estimated 13% in 2014 (2) Introduced the highly successful TEMPUR-Cloud line, which nearly doubled the Company s U.S. mattress business Acquired Third Party Distributor in Canada Grew Tempur International net sales from \$306 million in 2009 to \$472 million 2014, 9% **CAGR** Increased distribution and brand awareness and expanded product offering significantly since 2009 Positioned

the Company for future growth through acquisitions of Third **Party** Distributors in several key markets, including China, Korea, Brazil and Mexico Responded aggressively when the competitive environment in North America changed in 2012 Completely revamped Tempur North America mattress and adjustable base product offering Strengthened U.S. retailer economics Strategic acquisition of Sealy Corporation created significant stockholder value **TPX** shares have appreciated over 110% from the day

prior
to
the
acquisition
announcement
(3)
Today, Tempur Sealy has a complete and complementary brand and product portfolio, with unique global capabilities
and unmatched growth opportunities around the world
Enhanced
stockholder
value
through
the second as a second
repurchase
of 20
~20
million
shares
between
2009
and
2012
EPS
of
\$1.12
in
2009
(4)
grew
to
adjusted
EPS
of
\$2.65
in 2014
2014,
a 1007
19%
CAGR
(5)
Note
1:
References
to
Tempur
North
America
in
this
presentation

refer
to
the
segment
used
in
2014
for
the
Tempur-Pedic
business
in
North
America
and
references
to
Tempur International
in
this
presentation
refer
to
the
segment used in 2014 for the Tempur-Pedic business outside of North America.
Note
2: H 2
U.S. market share is based on management estimates.
Note 3:
Represents performance from September 26, 2012, the date prior to the announcement of the Sealy acquisition, to March 27, 2
Note
4:
2009 EPS of \$1.12 had no adjustments of the type included in adjusted EPS.
Note
5:
GAAP
EPS
for
2014
was
\$1.75.
adjusted
EPS,
which
is
a
non-GAAP
financial
measure,

is

EPS

adjusted

for

Sealy

transaction

and

integration

costs,

loss

on

disposal

of

business

related

to

the

disposition

of

the

three

U.S.

innerspring

component

facilities

and

related

equipment,

interest

and

fees

incurred

in

connection

with

debt

refinancings

and

amendments,

normalized

tax

rate

adjustments

and

to

exclude

certain

non-recurring

items.

Please

refer to the reconciliations under Use of Non-GAAP Financial Measures at the end of this presentation and the Company s SEC filings for more information regarding the definition

of adjusted EPS.

Built Capabilities in 2014

Product Development:

Launch execution

Global innovation pipeline

Brand Marketing:

New talent and enhanced capabilities, strong media campaign

Strong creative development and media buying

Channel:

Combined field selling organization

Category management

Operations:

Began the combination of our Tempur-Pedic and Sealy logistics networks

Started the transformation of Sealy manufacturing organization

2014 Product Launches
Record number of launches
All delivered on time with high quality
Supporting materials on time
Transitions from old to new were well managed
Contained compelling consumer benefits
Supported with rigorous market research
Offered strong value propositions
Delivered benefits aligned with the brand
promises
Demonstrated capability to develop and execute major product launches that drive market share
11

34

Strategic Actions
Results
TEMPUR-Cloud/Contour launch
was largest ever and very effective
Stearns & Foster launch delivered
all-time sales record
Sealy Innerspring launch returned
brand to double-digit growth
Sealy Optimum 2.0 line revitalized



Key Strategic Actions to Drive Value 12

Tempur Sealy Strategic Priorities 13 Leverage global scale for competitive advantage

Base Annual

Targets

(1)

.

Net sales growth of 6% and adjusted EPS

(2)

growth of 15%

Strong cash flow to reduce debt and return value to stockholders

Delivering value

for stockholders

Note

1:

Management

estimates.

Please

refer

to

Forward

Looking

Statements .

Targets

are

based

on

constant

currency.

For

information

on

the

methodology

used

to

present

information

on

a

constant

currency

basis,

please

refer to

Constant

Currency

Information

at

the

end

of

this

presentation.

Note

2:

Adjusted **EPS** (which is a non-GAAP financial measure) is **EPS** adjusted for Sealy transaction and integration costs, loss on disposal of business related to the disposition of the three U.S. innerspring component facilities and related equipment, interest and fees incurred in connection with debt refinancings and

amendments, normalized

tax rate

exclude certain non-recurring items. Please refer to the reconciliations under Use of Non-GAAP Financial Measures at the end of this presentation and the Company s SEC filings for more information regarding the definition of adjusted EPS. Leverage and strengthen our comprehensive portfolio of iconic brands & products Expand distribution and seek highest dealer advocacy Expand margins with focus on driving significant cost improvement Accretive acquisitions of licensees and joint ventures

adjustments

and to

Achievements to Date

14

Strategic Priorities

Achievements to Date

Leverage and strengthen our comprehensive
portfolio of iconic brands & products

Revamped entire mattress and adjustable base product offering
Diversified revenue streams: outside of mattresses, have a line of adjustable
bases and bedding accessories

Taken actions to drive not only our topline growth, but also growth for retail
customers through higher average selling prices

Continued to invest and innovate to maintain industry leadership

Expand distribution and seek highest dealer advocacy

Approximately 15,000 points of distribution globally for Tempur and 17,000 for Sealy Company currently manages approximately 150 stores To improve advocacy, Company is investing in in-store training and marketing Expand margins with focus on driving significant cost improvement Focused on driving significant margin improvement in 2015-2018 Completed turnaround of Tempur North America, with growth and significant operating margin improvement resuming in 2H 2014 Focused on Sealy assembly operations to drive cost reductions Certain strategic decisions were taken that lowered margin rate but improved margin dollars (for example, acquisition of Sealy Japan/Europe) Leverage global scale for competitive advantage Acquired Sealy brand rights (Japan, Continental Europe and Southern Territory of Brazil) and Tempur distribution rights (Mexico) Double-digit Tempur International sales growth in Asia Pacific and positive growth in Latin America and Europe in 2014 Sealy Europe net sales opportunity exceeds \$200 million (1)currently marketing Stearns & Foster and Sealy Hybrid products in Europe Accretive acquisitions of licensees and joint ventures 1 2 3 4 5 Note 1: **Target** presented on a

constant

currency basis. For information on the methodology used to present information on a constant currency basis, please refer to Constant Currency Information at the end of this presentation. Strong focus on global distribution while maintaining high standards with partners Significant reinvestment has been made in positioning for long term growth Capitalize on opportunities in each key geography and optimize licensee and JV relationships Leverage scale for product development, distribution and brand development Integrated businesses where we had overlap Amended credit facility to improve financial flexibility around this strategy Strong track record of acquiring Tempur 3 party distributors; opportunity to acquire outstanding

joint
ventures,
licensees
and
3
party
distributors
rd
Guided 50bps of annual operating margin improvement (internal goal of 100bps)
(1)

Strength and Profitability
15
Well positioned to continue to gain market share
and drive margin improvement
Tempur Sealy has a complete and complementary portfolio of brands and products
We expect strong market share gains in 2014 to continue
Growth from new products, effective marketing and channel synergies
Robust product pipeline
Commitment to strengthening brands
Effective trade customer support
Focused on improving profitability

Returning Tempur North America to a Position of

Driving price and mix

Capturing synergies Operating cost productivity

Returning Tempur North America to a Position of

Strength and Profitability (Cont d)

Our first half of 2014 investments are paying off as sales grew double-digits and margins expanded considerably in the second half of 2014 as compared to the second half of 2013

2015

guidance

assumes

significant

further

margin

improvement

(1)

Volume leverage, cost productivity, pricing and fewer floor model launch costs

16 Tempur North America 2013 vs. 2014 Tempur North America 2H 2013 vs. 2H 2014 **GAAP Operating Margin** Adjusted Operating Margin (2) Note 1: 2015 operating margin improvement based on management estimates. Please refer to Forward Looking Statements . Note 2: Adjusted operating margin (operating margin less corporate expense) is a non-GAAP financial measure. GAAP operating margin compared to the second half of 2013. For information Tempur North America adjusted operating margin and reconciliation to **GAAP** operating margin please

refer

to Use of Non-GAAP Financial Measures at the end of this presentation. 7.4% 8.5% 16.5% 16.1% 2013 2014 8.9% 12.1% 15.8% 19.5% 2H13 2H14 370bps

Improvement

Intensely Focused on Enhancing Margins

Sealy U.S. Gross Margin

Improvement

(2)

Adj. Operating

Expense Leverage

(3)

Cost

Synergies

(4) 2015 Pricing

Total

Incremental

Operating Income **Targets** by 2018 (1) 17 Note 1: Represents initiatives to be achieved by 2018. Our expectation is that they will ramp through the period. Approximate on February 5, 2015. See Forward Looking Statements . Note 2: Refers to Sealy gross margin improvement in the U.S. Sealy gross margin improvement excludes the benefit from cost synergies. Note 3: Adjusted operating expense is non-GAAP financial measure. For information on adjusted operating expense please refer to Use of Non-GAAP

Financial
Measures
at
the
end
of
this
presentation.
Note 4:
Cost synergies reflect annualized cost synergies from the Sealy transaction.
\$45 million
\$30 million
\$25 million
\$25 million
\$125 million
These initiatives alone are expected to provide more than 300bps of
operating margin improvement

Continuing to Successfully Integrate Sealy

18

Note 1:

Sealy s net sales for its fiscal year ended December 2, 2012 were \$1.35 billion and Tempur-Pedic International s net sales for

Note 2:

Target

presented

on

a

constant

currency

basis.

For

information on the methodology used to present information on constant currency basis, please refer to Constant Currency Information at the end of this presentation. Note 3: TRP s are target rating points and are a measure of reach for a specifically targeted audience. Transformational acquisition of Sealy significantly increased the scale and complexity of the Company Doubled net sales (1) More than tripled the number of employees (to 7,100) Increased the number of manufacturing facilities to 25 from 3 Sealy also manufactures using different technologies than Tempur The Company has achieved more synergies than initially projected At the time of the acquisition, projected cost synergies of \$40 million by the end of the third year Achieved \$45 million by the end of 2014, less than two years after completing the acquisition Currently projecting \$70 million in cost synergies by 2018 A significant portion of the \$45 million of achieved cost synergies has been reinvested into the business Product Innovation: Increased investment in R&D to increase cadence of new product introductions to drive growth and market

share gains
Marketing:
Reinvested
media
synergies
and
increased
advertising
(e.g.
TRPs
up
20%)
(3)

also

invested

in

in-store

marketing

International: Invested in acquiring international Sealy brand and Tempur distribution rights to capitalize on future growth Re-investment return highlighted by strong sales growth and market share; profitability expected to improve over time as tiered brand structure allows for cascading of technologies and consumer loyalty (repeat purchases)

Sealy Assembly Transformation
Key initiatives within the plants
Standardize best practices
Embed lean principles and eliminate waste
Improve hiring and staffing
Smooth production, reduce overtime
Elevate focus on quality and customer
satisfaction, lower returns
Key initiatives across the network
Improve forecasting and demand planning
Reduce SKU complexity
Optimize combined TSI network
19

Drive total cost reduction

20

Distribution network to service national retailers with considerable efficiency opportunities

Optimizing Warehouse/Distribution Network (2015)

Warehouse/Distribution Network Initiatives

Timing

Consolidated Sealy Ft. Worth, TX facility into Brenham, TX facility

2014

Announced closure of Sealy Batavia, IL facility

2015

Opening Tempur Sealy multi-purpose facility in Plainfield, IN (Indianapolis)

2Q 2015

Opening Tempur Sealy multi-purpose facility in Williamsport, MD

2015

Repositioning Tempur warehouses 2014/2015 Sealy Distribution Points Tempur Warehouses Tempur Sealy Multi-Purpose Facility

Expect To Reverse Gross Margin Trend In 2015

2015

margin

improvement

to

be

driven

by

pricing,

volume

leverage

and

cost

efficiencies, offset partially by unfavorable currency, product and channel mix and slight commodity inflation Excluding FX (1) , gross margin is expected to be up approximately 150bps to 200bps Note 1: Target presented on a constant currency basis. For information on the methodology used to present information on a constant currency basis, please refer Constant Currency Information at the end of this presentation. Note 2: Management estimates. Please refer to Forward Looking Statements . (2) 41.2% 38.5% 39.5% 40.0%

2013

2014 2015P GAAP Gross Margin

Pricing Actions to Drive Margin Improvement Price increase on Tempur-Pedic adjustable bases (select) in late 2014 Price increase on Tempur-Pedic mattresses (select) in March 2015 22

Note: Prices were increased on select models. Capitalize on Tempur-Pedic s brand strength: low single-digit pricing actions drive \$25 million of margin improvement

Sealy Europe

\$200 million net sales opportunity for Continental Europe with Sealy brand based on achieving

a

similar

market

share

as

Tempur

(2)

Already

secured

over

1,000 retail doors for initial placement of Stearns & Foster and Sealy brands in Europe **Direct Distribution** Distribution in general tends to be very country-specific with few cross national retailers Tempur International direct sales (wholly owned or partnership) are a significant vehicle for growth (41% CAGR since 2011) Note 1: Based on net sales for Tempur-Pedic International for the year ended December 31, 2012 and net sales for Sealy Corporation for the year ended December 2012. Note 2: Target presented on a constant

currency basis. For information on the methodology used to present information on a constant currency basis, please refer to Constant Currency Information at the end of this presentation. Note 3: Based on net sales for Tempur-Pedic International for the year ended December 31, 2009 and net sales for Sealy Corporation

for

the year ended November 29, 2009. **Executing Global Growth Plan** Relatively Modest Global Footprint at the Time of Sealy Acquisition **Key Growth Priorities** We Have Positioned the Company for Growth Going Forward The Company has a range of growth initiatives which vary by country / region and roll up to the overall plan Today, international represents ~\$600 million in reported net sales; however, total brand sales through partnerships is \$1 billion+ globally 1 2 3 4 Increased distribution and brand awareness Expanded product offering overseas Acquired 3rd party distributors including China, Korea, Brazil and Mexico to set the stage for growth going forward International Sales (millions) International North America Legacy Tempur-Pedic (1) Sealy (1) North America International Tempur-Pedic Sealy Tempur International Direct Sales (millions) (3) \$306 \$472 \$76

\$113

\$382 \$585 2009 2014 69% 31%

Tempur Sealy Japan

Acquired the brand rights for Sealy in mid-2014 and subsequently integrated that business into our Japanese Tempur subsidiary

Japan subsidiary anticipated to develop into our largest subsidiary outside of North America

Build Brand Awareness

Brand awareness internationally is significantly lower than in the U.S.

Started making significant investment in the Tempur brand in selected markets Focus is on effective campaigns (TV ads, promotions, in-store marketing) and

increasing visibility on digital channels

\$24

\$37

\$50

\$67

2011

2012

2013

2014

3

8%

92%

Sealy Europe Is A Key Growth Investment

Sealy

Europe

is

\$200+

million

net

sales

opportunity

(1) Tempur

has

mid-single
digit
share
of
the
\$4+
billion
Continental
European
market
(2)
Sealy Europe opportunity based on achieving a similar market share level to Tempur
Build scale through mixed manufacturing model
Stearns & Foster products are being manufactured in North America and exported to Europe
Sealy Hybrid products transitioned to a higher quality new supplier in Eastern Europe in Q1
Leveraging Tempur Europe infrastructure and premium retail distribution strength
Secured
over
1,000
retail
doors
for
initial
placement
of
Stearns
&
Foster
and
Sealy
in
Europe
Roll-out occurring in all key markets except the UK
Investing to build brand awareness and profitable product portfolio across technologies
Note 1:
Target
presented
on
a
constant
currency
basis.
For
information
on
the
methodology
used
to
present

information

constant currency

presentation.

on a

basis,			
please			
refer			
to			
Constant			
Currency			
Information			
at			
the			
end			
of			
this			
Note 2.			

Market share and market size information is based on CSIL World Mattress Report, 2014 (Top 35 Markets Mattress Consump

Tempur International Margins Pressured By Sealy Mix
Tempur International operating margins deteriorated in 2014 vs. 2013 due primarily to launch of Sealy Europe, unfavorable FX and market weakness in Central Europe

International

margins

will

continue

to

be

pressured

by

increased

Sealy

mix,
however
in
the
future margin dollars will increase as Sealy sales grow in international markets
25
Tempur International
2013 vs. 2014
GAAP Operating Margin
Note: Please refer to Forward Looking Statements .
24.5%
19.4%
2013

2014

Note 1:

Management estimates. Please refer to Forward Looking Statements .

Note 2:

Adjusted EPS (which is a non-GAAP financial measure) is EPS adjusted for the Sealy acquisition and related integration costs component facilities and related equipment, interest and fees incurred in connection with debt refinancings and amendments, not the

reconciliations

under

Use

of

Non-GAAP

Financial

Measures

this presentation and the Company s **SEC** filings for more information regarding the definition of adjusted EPS. Note 3: Targets are based on constant currency, excluding the impact from foreign exchange. For information on the methodology used at the end of this presentation. DELEVERAGING TO 3X AND RETURNING VALUE TO STOCKHOLDERS **NET SALES GROWTH** OPERATING MARGIN IMPROVEMENT ADJUSTED EPS GROWTH (2) 6% 50bps 15% Annual Base Growth Targets 2015-2018 (1) Targets are Based on Constant Currency Foundation is Set to Meet Growth Targets 26

at the end of

2015 Guidance Consistent With Higher Margin Targets

FX Adjusted

(1)(2)

Guidance Range

(1)

Net Sales Growth

2% to 5%

5.5% to 8.5%

Adjusted

Operating

Margin

(3)

Growth

```
~10 to 80bps
~80 to 150bps
Adjusted
EPS
Growth
(4)
2% to 17%
12% to 27%
Guidance
Mid-Point
FX Adjusted
(1)(2)
7.0%
~115bps
20%
27
Note 1:
The Company issued guidance on February 5, 2015 for full year 2015 Net Sales of $3.050 billion to $3.150 billion and adjuste
Please refer to Forward Looking Statements .
Note 2:
Targets are based on constant currency, excluding the impact from foreign exchange. For information on the methodology used
at the end of this presentation.
Note 3:
Adjusted
operating
margin
is
non-GAAP
financial
measure.
For
information
on
the
methodology
used
to
present
adjusted
operating
margin
please
refer
to
 Use
of
Non-GAAP
Financial
Measures
```

end
of
this
presentation.
Note 4:
Adjusted EPS (which is a non-GAAP financial measure) is EPS adjusted for the Sealy acquisition and related integration costs
component facilities and related equipment, interest and fees incurred in connection with debt refinancings and amendments, n
Please
refer
to
the
reconciliations
under
Use
of
Non-GAAP
Financial
Measures
at
the
end
of
this
presentation
and
the
Company s
SEC
filings
for
more
information
regarding
the
definition
of
adjusted
EPS.

at the

We Are On Track For Our 2016 Targets

Based on high end of 2015 guidance and our annual growth targets, we would be

on

pace

to

achieve

our

2016

\$4.00

Adj.

EPS

target,

on

a constant currency basis Note: Management estimates. Please refer to Forward Looking Statements . Growth presented is based on the Company s guidance issued on February 5, 2015, which consisted of full year 2015 Net Sale Note: 2015 Constant Currency Adjusted **EPS** adjusts for the negative foreign exchange impact to adjusted **EPS** during 2014 and anticipated in 2015. 2016 adjusted **EPS** target is based on the Company s adjusted **EPS** growth targets for 2015-2018 and is based on constant

currency. For information on the methodology used to present constant currency information please refer to Constant Currency Information at the end of this presentation. Note: Adjusted **EPS** (which is a non-GAAP financial measure) is **EPS** adjusted for Sealy transaction and integration costs, loss on disposal of business related to

the

disposition of the three U.S. innerspring component facilities and related equipment, interest and fees incurred in connection with debt refinancings and amendments, normalized tax rate adjustments and to exclude certain non-recurring items. Please refer to the reconciliations under Use of Non-GAAP Financial Measures at the end of this presentation

and

82

the

Company s

SEC

filings

for

more

information

regarding

the

definition

of

adjusted

EPS.

28

\$2.70

\$3.12

\$3.59

\$2.65

\$3.10

\$3.52

\$4.05

2014

2015 Guidance Range

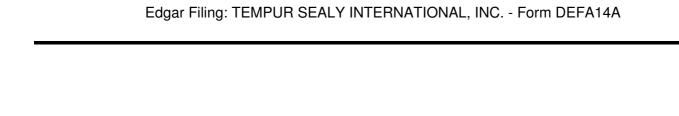
2015 Constant Currency

Adjusted EPS

2016 Constant Currency

Adjusted EPS Target

Adjusted EPS



Experienced Team With Proven Track Record 29

History of Strong Results Under Mark Sarvary 30
Committed to delivering and driving stockholder value
Since Mr. Sarvary s appointment as CEO in August 2008, Tempur Sealy has realized a total shareholder return more than 5.4x that of the S&P 500 and 2.3x that of the peer median

(2)

Furthermore, Tempur Sealy has created approximately \$1.8 billion of equity value since the announcement of the Sealy acquisition (3) Leader in Total Shareholder Return (1)(Since Mark Sarvary Joined On Aug 4, 2008 to Mar 27, 2015) Critical to successful execution of Tempur Sealy s strategy Directly responsible for development of value enhancing strategy Achievements as **CEO** include transformative acquisition of Sealy, highly successful introduction of **TEMPUR-Cloud** mattress line and record number of new product launches in 2014 Maintains important relationships with strategic partners and major customers that are critical to the Company Broad management capabilities Veteran of consumer products industry; prior leadership positions include President of Campbell Soup s North America Division, CEO of J. Crew and President of Stouffer Frozen Food division under Nestlé As President of Campbell Soup s NA division, Mr. Sarvary was responsible for businesses with annual revenues exceeding \$6 billion, including the Campbell Soup, Pepperidge Farm, Pace, Prego and V8 brands, as well as Godiva s global business Served as an industrial partner to CVC Capital Partners, a global private equity firm, prior to joining the Company Note 1: Total shareholder

return includes stock price

and dividends

+91% +209%

appreciation

reinvested.
Represents
performance
from
August
4,
2008,
the
date
Mr.
Sarvary
joined
as
CEO,
to
March
27,
2015.
Note 2:
Peer group as outlined in Tempur Sealy Form 10-K for the year ended December 31, 2014. Mattress Firm Holding Corp. exclu
IPO was completed on November 17, 2011.
Note 3:
Represents performance from September 26, 2012, the date prior to the announcement of our Sealy acquisition, to March 27, 2
Peer
Median
(2)
S&P 500
Tempur Sealy
+493%

Best-in-Class Management Team

31

Prior Experience

Executive

Position

Previous Executive Roles

Consumer

Products

International

Year Joined

Tempur Sealy

Tim Yaggi

Chief Operating

Officer

Group President, Masco Corporation

EVP, Whirlpool Corporation

2013

Dale Williams

EVP and Chief

Financial

Officer

CFO, Honeywell Control Products

CFO, Saga Systems

CFO, GE Information Systems

2003

David Montgomery

EVP and

President,

International

President, Rubbermaid Europe

VP, Black & Decker Europe, Middle

East, Africa

2003

Richard Anderson

EVP and

President, North

America

VP, Procter & Gamble

VP, The Gillette Company

2006

Jay Spenchian

EVP and Chief

Marketing

Officer

EVP and CMO, Olive Garden and Red

Lobster

Executive Director, Marketing, General

Motors

2014

Management team possesses substantial consumer products industry

and international expertise

as well as an integral understanding of Tempur Sealy s business

Well-Balanced Board, With Diverse Experience and Senior Leadership
32
Director
Independent
(1)
CEO / President / CFO /
Finance / Legal Experience
Senior Leadership at Company
with Global Operations
Consumer / Retail Experience
Evelyn S. Dilsaver
Frank Doyle

John A. Heil

Peter K. Hoffman

Sir Paul Judge

Nancy F. Koehn

Christopher A. Masto

P. Andrews McLane

Lawrence J. Rogers

Mark A. Sarvary

Robert B. Trussell Jr.

The

Board

has

a

wide

range

of

expertise,

diverse

backgrounds

and

complementary

experience

Note 1: Per NYSE independence rules.

Experienced and Engaged Board Represents All Stockholders

33

Nine of eleven Board directors are independent

(1)

Strong record of working to align management compensation with performance

Fully committed to Tempur Sealy; eight of the directors hold no outside public company directorships,

three directors hold only one or two outside public company directorships

Board members possess relevant skill sets

Mattress industry experience

Branded consumer products marketing and sales

Manufacturing and marketing expertise

International expansion expertise

Finance, accounting and regulatory expertise Mergers and acquisitions / corporate finance expertise Risk management expertise Information technology expertise Note 1: Per NYSE independence rules.

Commitment to Best-in-Class Corporate Governance

34

Strong

record

of

stockholder

friendly

actions

and

responsiveness

to

stockholder

concerns

Separate Chairman and CEO roles since 2002

Nine of eleven Board directors are

(2)

Highest ISS score

approval Note 1:

Note 2:

Per NYSE independence rules.

independent

Declassified Board One year terms

Stock ownership guidelines

of	
1	
for	
corporate	
governance	
in	
2015	
(1)	
No poison pill in place	
Majority voting standard	
Clawback policy	
Prohibition on hedging or pledging Company securities	
Prohibition on re-pricing stock options without stockholder	

In contrast, Six Flags Entertainment Corporation has an ISS corporate governance rating of 6 (out of 10), including significant

Mr. Usman Nabi of H Partners is the Chair of the Six Flags Nominating and Corporate Governance Committee.



Setting the Record Straight on H Partners 35

Situation Overview

36

H Partners has demanded the following:

Mark Sarvary be terminated immediately as CEO

P. Andrews McLane, Christopher Masto and Mark Sarvary resign from the Board of Directors

Usman Nabi be appointed to the Company Board

Company assign an interim CEO and undertake a CEO search

Mr. Nabi to become the head of a CEO Search Committee and a member of the Compensation Committee

H Partners has not outlined any constructive steps to enhance the Company s strategy, capital structure, or operating plans

Instead, advocates high-risk and value-destroying leadership changes, while making inaccurate statements about its history of communicating with Tempur Sealy

H Partners has also repeatedly refused to engage in a constructive dialogue with the Board

Summarily dismissed the proposal to identify a mutually acceptable, independent director to add to the Tempur Sealy Board

Repeatedly refused to discuss anything with management and the Board other than in the context of the Company s acceptance of H Partners

demands

Leadership transition at this time would be risky and value-destructive to the Company

Mr. Sarvary is directly responsible for developing and implementing Tempur Sealy s strategy, putting in place a deep bench of leadership

and

creating

a

strong

performance

oriented

culture

to

ensure

its

successful

execution

Mr. McLane and Mr. Masto bring significant experience, the perspective of successful growth equity investors and, together w other Board members, provide effective oversight of the Company

We question how enabling a lone stockholder to unilaterally select a CEO candidate would constitute proper corporate governance or sound objective reasoning

H Partners Overview 37

H Partners Management is an independent investment firm based in New York City Investment / hedge fund founded by Rehan Jaffer in 2005

Currently has public equity holdings in 5 companies according to its latest 13F filing
Largest public equity holding is Six Flags
Entertainment Corporation, which emerged from bankruptcy in 2010 and accounts for approximately 58% of public equity holdings
Currently owns 6,075,000 shares, or approximately

10%, of Tempur Sealy International Second largest holding accounting for approximately 26% of Η **Partners** public equity holdings As of March 31, 2015, Tempur Sealy s stock price has appreciated 83% since Η **Partners** initial investment vs. 45% appreciation in the S&P 500 (4) In addition, Tempur Sealy s stock has appreciated 5% YTD (through March 31, 2015) compared to a 0.4% increase in S&P 500 over the same period Historical **Public** Equity Holdings (1) 12/31/11 12/31/12 12/31/13 12/31/14 Six Flags Entertainment Corp. \$548,904 \$781,689 \$940,581 \$708,499 # of Shares Held 26,620 25,545 25,545

16,419

```
% Total Value
84.1\%
73.0%
62.6%
56.5%
Tempur Sealy
International Inc.
$95,213
$318,040
$333,578
 # of Shares Held
3,024
5,894
6,075
 % Total Value
8.9%
21.2%
26.6%
Grace W R & Co.
$50,971
$84,038
$126,059
$100,267
 # of Shares Held
1,110
1,250
1,275
1,051
 % Total Value
7.8%
7.8%
8.4%
8.0%
Remy International, Inc.
$46,593
$68,929
$58,602
 # of Shares Held
2,912
2,956
2,801
  % Total Value
4.4%
```

4.6%

```
4.7%
Boyd Gaming Corp
$25,364
$25,564
$47,855
$53,856
 # of Shares Held
3,400
3,850
4,250
4,214
 % Total Value
3.9%
2.4%
3.2%
4.3%
Sealy Corp.
(2)
$25,140
$37,500
 # of Shares Held
14,616
17,281
 % Total Value
3.9%
3.5%
Cumulus Media Inc.
Class A
$2,260
--
 # of Shares Held
677
 % Total Value
0.3%
Total Value
```

\$652,640

\$1,070,597

\$1,501,464

\$1,254,802

(3)

- Note 1: Dollars and number of shares in thousands. Represents market value at period end. Based on holdings disclosed in S
- Note 2: Sealy Corporation was acquired by Tempur-Pedic International on March 18, 2013.
- Note 3: Excludes 100,000 shares related to Senior Secured Third Lien Convertible Notes per H Partners Form 13F for Quantum Convertible Notes per H Partners
- Note 4: Initial investment represents the last day of quarter (12/31/2012) of first investment by H Partners in Tempur Sealy a

H Partners
Inconsistent Communication Highlights
Questionable Motives
38
In 2008
Tempur-Pedic recruited a
CEO [Mark Sarvary] who previously
worked at the Campbell Soup
Company, J. Crew and Nestle These
managers
strong consumer and
general management backgrounds
have enabled Tempur-Pedic and

Select Comfort to succeed.

H Partners Letter to Sealy Corporation

(11 March 2012)

Congratulations on moving the Sealy acquisition forward. We appreciate the thoughtfulness, focus, and hard work of Tempur-Pedic s Board and management team. We now own 3.4 million shares of Tempur-Pedic because we believe in Tempur s management and brand, and

because a combined Tempur and Sealy will

be a formidable company.

H Partners email to Andy McLane,

Chairman of the Board

(12 March 2013)

Congratulations on your progress in the second quarter. In particular, we were impressed by Tempur North America s growth. We know how much work went into stabilizing this segment, and we are very appreciative. Between Tempur North America s resumed growth trajectory, Sealy s continued market share gains, and an expanding international presence for both brands, the company s future is bright. Thanks for your leadership H Partners email to Mark Sarvary and other

H Partners email to Mark Sarvary and other members of Tempur Sealy management

(25 July 2014)

Note:

Permission to use quotations neither sought nor obtained.

Tempur Sealy is dedicated to communicating with all of its stockholders and values constructive input toward the goal of enha stockholder value

Η

Partners

has

made

inconsistent

inaccurate

statements

about

its

interactions

with

the

Company

Sudden critical public stance is inconsistent with its previous positive communications regarding the Company s performance

To

that

end

we

have
communicated
and
been
open
to
communications
with
H
Partners
The first time that H Partners raised specific concerns regarding management and Board changes was on a phone call with
the Company s Chairman on February 7, 2015
During
H
Partners
2012
campaign
at
Sealy,
H
Partners
pointed
to
Mark
Sarvary s
strong
consumer
and
general
management
background
as
an example of the qualities that enabled Tempur-Pedic to succeed
H Partners has commended Board and management for strategic oversight, leadership and progress against its plan

Response To H Partners

Allegations

39

Allegations

Responses

Note 1:

Total

shareholder

return

includes

stock

price

appreciation

and dividends

Temvested.
Represents
performance
from
August
4,
2008,
the
date
Mr.
Sarvary
joined
as
CEO,
to
March
27,
2015.
Note 2:
Total shareholder return includes stock price appreciation and dividends reinvested. Represents performance from September
realized a total shareholder return of 131%, Tempur Sealy of 111%, the S&P 500 of 52% and Select Comfort of 9%.
Note 3:
As per Company disclosed FY 2012-2014 adjusted EBITDA.
Note 4:
Net
sales
of
\$1.40
billion
for
Tempur-Pedic
International
for
its
fiscal
year ended
December
31,
2012,
and
net
sales
of
\$1.35
billion
for
Sealy

Corporation for its fiscal year ended December 2, 2012. Note 5: Represents initiatives to be achieved by 2018. Our expectation is that they will ramp through the period. Approximately 30% of the total \$125 million incorporated into our full year 2015 adjusted **EPS** guidance issued in February 2015.

See

Forward

Looking Statements .
Low Shareholder
Returns
Tempur
Sealy
has
realized
a
total
shareholder
return
of
493%
since
Mr.
Sarvary
joined
as
CEO
(1)
Since Mr. Sarvary joined as CEO, Tempur Sealy stock has significantly outperformed peers and the broader market, generating
than
5.4x
that
of
the
S&P
500
(1)
Since announcing the acquisition of Sealy in September 2012, a clear strategic pivot, Tempur Sealy has significantly outperfo
Comfort
and
the
S&P
500
and
performed
in-line
with
Mattress
Firm
(2)
Poor Performance
Under CEO
Until 2012, Tempur-Pedic had limited competition in the visco-elastic category it created and has led for 20 years; Mr. Sarvar successfully
navigated the
Company
through

a
competitive
onslaught,
executing
an
aggressive
change
in
strategy
to
the
benefit
of stockholders
Transformational acquisition of Sealy Corporation created a complete, diversified brand portfolio that has positioned the Corporation created a complete of the Corporation created a co
truly global player in the bedding manufacturing industry
Mr. Sarvary has led the successful implementation of an international growth strategy, redesigned the product portfolio and a
management team with relevant executive level experience and background
Declining Profitability
Under CEO
Time period chosen by H Partners to compare profitability demonstrates a lack of understanding of the sector
The shift in mattress industry dynamics has led to lower profitability for all participants; since 2012, Select Comfort has reali
profitability
comparable
to
Tempur
Sealy
(3)
The acquisition of Sealy Corporation, a lower margin manufacturer with sales comparable to Tempur-Pedic International, led
lower
margins
for
the
combined
company (4)
Management remains intensely focused on enhancing margins and driving profitability, with operational objectives in place t
generate
approximately
\$125
million
in
operating
income
improvement
(5)
by
2018

Response To H Partners

Allegations (Cont d)

40

Allegations

Responses

Loss of Premier

Position in Foam

Tempur

never

lost

its

premier

position

in foam; its position was challenged

in 2012, and

Tempur	
took	
decisive	
actions	
to	
retain	
its leadership	
including revamping its entire product line	
Tempur s premier position today is evidenced by its ability to gain market share in 2014, record double digit topline	growth in
2H 2014 and increase prices on select models in 2015	8
We	
believe	
Tempur	
Sealy	
has	
the	
strongest	
brands	
in	
the	
mattress	
sector	
due	
to	
a	
commitment	
to	
advertising	
and	
brand	
building, product	
development and customer advocacy	
Ineffective Sealy	
Integration	
	lian in nat
Transformational acquisition of Sealy Corporation significantly increased the scale of the Company: added \$1.35 bill	ion in net
employees and 22 manufacturing facilities, with different technologies than Tempur Tempur Sealy has achieved more cost synergies than originally anticipated, \$45 million through 2014 compared to the	na original
	ie original
million, and is expecting an additional \$25 million of annual cost synergies prior to 2018	Compositi
A significant portion of the \$45 million of cost synergies achieved to date has been reinvested into the business; the Cost in a figure to the state of the state	
significant long-term revenue synergies from a broader product offering and access to more channels, including internal the Company continues to attract new portrary and maintains attract relationships with existing portrary including N	
The Company continues to attract new partners and maintains strong relationships with existing partners, including M	nattress Fi
11:	3
l II.	J

customer and the largest mattress retailer in the U.S.; indeed, on February 23, 2015, Mattress Firm announced that it had prese Sealy with the Strategic Partnership of the Year award

Lack of Board /

Stockholder Alignment

The

Board

is

comprised

of

11

highly-qualified

directors,

all

of

whom

are

independent

(1)

other

than

Mr.

Sarvary

and

Lawrence

Rogers,

Sealy

Corporation's former CEO

To enhance the interests between Tempur s stockholders and its leadership, the Company requires its executives and directors own

a

meaningful,

minimum

level

of

stock.

Its

Board

and

management

team

collectively

beneficially

own

approximately

5.63%

of

the

shares

outstanding.

Notably,

Mr.
Mc
Lane
and
his
spouse
beneficially
own
or
control
approximately
1.30%
of
the
Company s
outstanding
shares
(2)

The Board has constructed a compensation structure that appropriately rewards top management for performance; In 2012, wh Pedic International struggled due to competitive pressures, Mr. Sarvary realized ~27% of his target compensation

All stock transactions effected by Board members, including Mr. Masto and Mr. McLane, are in compliance with SEC regulations

Company s

policies

including

trading

window

and

pre-clearance

requirements

Note 1:

Per NYSE independence rules.

Note 2: Beneficial ownership calculated as described in the Company s proxy statement. Information for Mr. McLane includes Statement plus 288,729 shares owned by a private charitable foundation formed and controlled by Mr. McLane and his spouse

Response To H Partners

Allegations (Cont d)

41

As a leading global developer and manufacturer of bedding products, Tempur Sealy cannot be compared to an amusement parl emerging from bankruptcy; the drivers of historical value creation at Six Flags Entertainment Corporation are not relevant or a Sealy s future success

With

a

depressed

effective

entry

valuation

multiple

typical in a bankruptcy situation, and with Six Flags operating performance at recession lows, the value of H Partners equity upon Six Flags emergence from bankruptcy was only poised to increase, regardless of its leadership team, competitive landscape or industry dynamics Interestingly, in the time since its emergence from bankruptcy, Six Flags stock has largely tracked that of its key public comparable, Cedar Fair (3) and margins merely returned from bankruptcy-level margins to industry

levels
(4)
Tempur Sealy has an ISS corporate governance rating of 1, the highest possible score. In contrast, Six Flags has an ISS corpor
governance
rating
of
6
(out
of
10),
including
significantly
lower
scores
than
Tempur
Sealy
in .
the
area
of
Board
Structure
and
Compensation.
Mr.
Usman
Nabi
of
H
Partners
is
the
Chair
of
the
Six
Flags
Nominating
and
Corporate
Governance
Committee
Six Flags Solution for
Tempur Sealy
Improper Relationship
with USSA
Consistent

with its

tactics
of
offering
no
constructive
ideas
to
create
value
while
promoting
its
own
value-destructive
self-serving
agenda, H Partners has asserted that the Company's marketing relationship with the U.S. Ski and Snowboard Association (the
USSA) is somehow improper because of Mr. McLane s position as a director of the USSA. We note the following:
Tempur Sealy is a proud sponsor of a number of athletic organizations, including the PGA Tour and the USSA, a non-profit or
The USSA sponsorship reaches a key demographic for Tempur Sealy and targets customers on nationally televised programming the control of the USSA sponsorship reaches a key demographic for Tempur Sealy and targets customers on nationally televised programming the control of the USSA sponsorship reaches a key demographic for Tempur Sealy and targets customers on nationally televised programming the control of the USSA sponsorship reaches a key demographic for Tempur Sealy and targets customers on nationally televised programming the control of the USSA sponsorship reaches a key demographic for Tempur Sealy and targets customers on nationally televised programming the control of the USSA sponsorship reaches a key demographic for Tempur Sealy and targets customers on nationally televised programming the control of the USSA sponsorship reaches a key demographic for Tempur Sealy and targets customers on nationally televised programming the control of the USSA sponsorship reaches a key demographic for the control of the USSA sponsorship reaches a key demographic for t
The cost for the USSA sponsorship totaled only approximately \$325,000 for 2014, a small fraction of Tempur Sealy s \$327 m
advertising spend for the year
Tempur Sealy is among dozens of companies that are corporate sponsors of the USSA, including Audi, Bose, Charles Schwab
Delta
Airlines,
Goodyear,
Kellogg s,
Liberty
Mutual,
P&G,
Putnam
Investments,
Sprint,
The
North
Face
and
Visa
(2)
Missed Short Term
Targets
Despite fundamental changes in the bedding industry, Tempur Sealy has a strong track record of positive performance
During
Mr.
Sarvary s
tenure,
the
Company
has
beat
quarterly

analyst
net
sales
and
adjusted
EPS
estimates
nearly
80%
of
the
time

In 2014, Tempur Sealy met its adjusted EPS guidance with net sales coming in above plan, exceeding the top end of the Comp year net sales guidance by 3%

Note 1:

(1)

Company performance vs. median consensus estimates from Q1 2009 to Q4 2014 as per FactSet. Adjusted EPS is a non-GAA please refer to Use of Non-GAAP Financial Measures at the end of this presentation.

Note 2:

As per the USSA website.

Note 3:

Six Flags and Cedar Fair total shareholder return of +491% and +437%, respectively. Represents performance from May 11, 2 Total shareholder return includes stock price appreciation and dividends reinvested.

Note 4:

In 2014, Six Flags had an Adj. EBITDA margins of 37.4% compared to 21.2% in 2009. Cedar Fair had an Adj. EBITDA margins of Allegations

Responses

H Partners Timeline

Mar. 2012:

H Partners

letter

to

Sealy

Board:

Praise

for

Tempur-Pedic

Board

for

conducting

broad and effective CEO search Mar. 2013: Usman Nabi s email to Andy McLane: Support for Board and Management strategy; request for in person meeting in **Boston** later in the month. Mr. McLane responds and meets with Mr. Nabi at TA offices Sept. 2013: Mr. Nabi emails Mr.McLane requesting an in person meeting.

Mr. McLane welcomes Mr.

Nabi to his offices in Boston. In the meeting, Mr. Nabi inquires if the Company would consider adding him to the Board. Mr. McLane tells Mr. Nabi that he would pass along the request to the Nominating and Corporate Governance Committee for consideration, and if the Committee wanted to discuss the idea

further

with

Mr.

Nabi,

the

Committee

Chairman

would

get

back

to

him.

Mr.

Nabi

does

not

raise

this

issue

again

until

February

2015

Feb. 2014:

H Partners

sends

a

letter

to

the

Board

regarding

compensation

structure

proposal

Mar. 2014:

Board

responds

via

letter

from

Mark

Sarvary

to

Η

Partners

indicating

that

the

Company

would include Η Partners proposal as consideration for the Company s 2015 compensation program Jul. 2014: Mr. Nabi emails Mark Sarvary and other management congratulating them on Q2 performance and on successful strategy to restore Tempur NA segment Dec. 23, 2014: Arik Ruchim emails Mr. Sarvary inviting him to speak at their

Annual Partner

Dinner in January. Mr. Sarvary declines due to travel plans and Mr. Ruchim offers to catch up at the Las Vegas Market in January Jan. 18, 2015 Mr. Ruchim speaks to Mr. Sarvary in-person in Las Vegas, and reiterates the invitation speak at the Η Partners annual partner dinner Jan. 27-29, 2015: Mr. Nabi emails Mr. McLane

asking for

an

in

person

meeting

with

his

partner

Mr.

Ruchim;

Mr.

McLane

responds

and

proposes

a

late

February

or

early

March

meeting

due

to

the

existing

Company

blackout

period

and

his

travel

schedule.

Mr.

Nabi

responds

indicating

the

matter

is

time

sensitive

and

requests

a

call.

Mr.

McLane

reminds

Η

Partners

of

the

blackout

period

due

to

earnings

and

both

agree

to

a

call

on

Feb

7

Feb. 7, 2015:

On

the

phone

with

Mr.

McLane,

Mr.

Nabi

of

Η

Partners

delivered

their

views

on

the

CEO

and

made

demands

immediate

termination

of

the

CEO,

placement

of

an

interim

CEO

and

putting

Mr.

Nabi

on

the

Board,

joining

the

Compensation

Committee

and

in

charge

of

leading

the

CEO

search.

Mr.

Nabi

also

demanded

that

four

Board

members

resign

and

said

that

Η

Partners

would

be

filing

a

13D

the

following

week.

Demanded

an

affirmative

response

on

each

of

the

demands

by

3

pm ET on February 13 or else Η Partners would immediately launch a public fight Feb. 10, 2015: Mr. McLane emails Mr. Nabi requesting dialogue understand the reason and basis for Mr. Nabi s views Mr. Nabi responds to Mr. McLane s email reiterates that he has lost confidence in both Mark Sarvary and

Andy

McLane and indicates he has no interest in speaking other than to discuss the implementation of the February demands. Also indicates that he is expecting response by 5pm ET on February 13 to the three demands made on February Feb. 17 & 19, 2015: On February 17, Η Partners files

a

13D

and

makes

public

a

letter

to

certain

of

the

Company s

directors.

After

the

Tempur

Investor

Day

presentation

on

February

19,

Mr.

Ruchim

meets

the

CEO

and

his

team,

and

makes

a

verbal

statement

largely

reflecting

the

contents

of

the

letter

previously

sent

Mar. 16, 2015:

Tempur

files

proxy

materials

and

mails

letter to stockholders urging them to support value-enhancing initiatives underway by voting for the Company s director nominees Mr. McLane emails Mr. Nabi conveying the Company s full support of Mr. Sarvary and further stating that the **Board** is willing to work with Η Partners to identify mutually acceptable, independent director to add to the Board

H Partners

letter to Tempur Sealy demanding production of certain of the Company s books and records Mar. 18, 2015: H Partners responds to Mr. McLane s email from March 16, 2015 and rejects the proposal to identify mutually acceptable, independent director; reiterates prior demands Mar. 20, 2015: **H** Partners files proxy materials urging stockholders to vote against

sends

the

re-election

of

Masto,

McLane

and

Sarvary.

From

March

30,

2015

to

April

2,

2015

Η

Partners

files

revised

proxy materials

Mar. 30, 2015:

H Partners

makes

public

a

second

letter

demanding

additional

Tempur

Sealy

books

and

records

Tempur

Sealy

issues

a

statement

highlighting

Η

Partners'

lack

of

strategy

and

correcting

Η

Partners

most

recent erroneous claims made in the demand Mar. 31, 2015: Tempur Sealy files a letter with supplemental proxy materials highlighting Tempur Sealy's focus on its strategic priorities and reiterating its support for the current Board 42 Supportive and Constructive Dialogue Public Campaign

th th th th



Right Strategy
Right Management Team
Right Board Leadership
Global market leader with comprehensive portfolio of iconic brands and products
Clear
plan
to
achieve
annual
base
growth

targets

(1)

of:

International initiatives on track to capitalize on \$200 million net sales

(1)

opportunity for Sealy in Europe

Proven track record of delivering on the Company s

strategy and driving stockholder value

Possesses substantial consumer industry and

international expertise

Integral understanding of Tempur Sealy s business

Experienced, engaged directors with relevant skill sets,

representing interests of ALL stockholders

Strong, responsive record of stockholder friendly actions

Well-positioned as a global bedding leader

to drive long-term stockholder value

Creating Superior Stockholder Value

44

6% net sales growth

50bps operating margin improvement

15% adjusted EPS

(2)

growth

Note 1:

All targets and the Sealy net sales opportunity are presented on a constant currency basis. For information on the methodology Note 2:

Adjusted EPS (which is a non-GAAP financial measure) is EPS adjusted for the Sealy acquisition and related integration costs and fees incurred in connection with debt refinancings and amendments, normalized tax rate adjustments and to exclude certain and the Company s SEC filings for more information regarding the definition of adjusted EPS.

Tempur Sealy Urges Stockholders to Support Value-

Enhancing Initiatives Underway

45

VOTE THE WHITE PROXY CARD FOR TEMPUR SEALY S EXPERIENCED AND HIGHLY QUALIFIED DIRECTORS:

Evelyn

S.

Dilsaver,

Frank

Doyle,

John

A.

Heil,

Peter
K.
Hoffman,
Sir
Paul
Judge,
Nancy
F.
Koehn,
Christopher A. Masto, P. Andrews McLane, Lawrence J. Rogers, Mark Sarvary and Robert B. Trussell, Jr.
Our
Board
and
Management
Team
have
been
a
critical
part
of
our
ability
to
deliver
solid
results
and
drive
stockholder
value
including
a
total
shareholder
return
of 402 <i>g</i>
493%
since
Mr.
Sarvary
joined
as
CEO
(1)
We
have
successfully
completed
the

of Sealy Corporation creating a global bedding leader with a complete and complementary portfolio of brands We are focused on driving strong margins and long term growth through reinvestment in the business as evidenced by Tempur North America s return to a position of strength and profitability We are leveraging

acquisition

our global scale to execute our international growth plan by increasing distribution, brand awareness and product offerings We believe Η Partners has outlined no constructive steps to enhance the Company s strategy, capital structure or operating plans, but rather advocates high-risk, value-destroying leadership changes

Note 1: Total shareholder return includes stock price appreciation and dividends reinvested. Represents performance from Aug

The Choice is Clear

Voting Instructions

Vote

Now

FOR

the

Board

of

Directors

of

Tempur Sealy

Please

Sign,

Date

and

Return

the

WHITE

Proxy

Card

Today

If you need assistance in executing your WHITE proxy card or placing your vote, please contact our proxy solicitor:

D.F. King & Co., Inc.

Mail: 48 Wall Street, 22nd Floor, New York, NY 10005

Stockholders Call Toll Free: (877) 283-0319 Banks and Brokers Call Collect: (212) 269-5550

Email: tpx@dfking.com

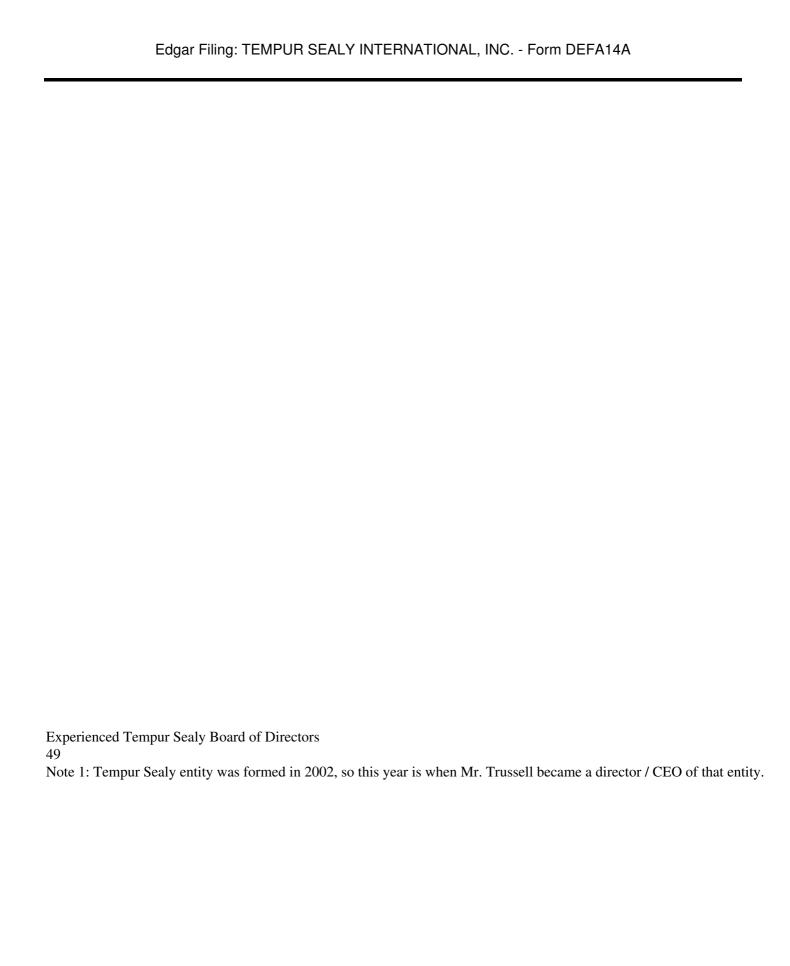
46

Appendix 47

Well Positioned For the Future
48
U.S. Bedding Market Share
(1)
September 2009:
highly successful TEMPUR-Cloud
mattress line and Ask Me
advertising campaign
August 2008:
Sarvary joined as CEO
September 2012:
Announced the
acquisition of Sealy

March 2013:
Completed the
acquisition of Sealy
Largely completed the
reinvention of entire
Tempur-Pedic range of
products
Launched TEMPUR-Cloud in
major international geographies;
significant improvements in
Tempur-Pedic distribution
Significant shift in
competition; operating
environment changes
Note 1: Represents percentage of bedding shipments. Information for 2008-2013 market share is based on estimates from Furn
Introduced the
Mark
19.5%
19.6%
18.9%
18.0%
17.8%
17.7%
18.9%
8.2%
8.0%
11.5%
14.0%
12.9%
12.4%
13.0%
27.7%
27.6%
30.4%
32.0%
30.7%
30.1%
31.9%
2008
2009
2010
2011
2012
2013
2014E
Sealy
Tempur
-Pedic
2008
2009

2010		
2011		
2012		
2013		
2014		



Use of Non-GAAP Financial Measures 50

In this investor presentation and certain of its press releases and SEC filings, the Company provides information regarding adjuper share, earnings before interest, taxes, depreciation and amortization (EBITDA), adjusted EBITDA and consolidated fundebt less qualified cash, Tempur North America adjusted operating income and operating margin, adjusted operating expenses operating margin and free cash flow, which are not recognized terms under U.S. Generally Accepted Accounting Principles (alternatives to net income as a measure of operating performance or total debt. Because not all companies use identical calculate be comparable to other similarly titled measures of other companies.

A reconciliation of adjusted net income and adjusted earnings per share is provided on slide 51. Management believes that the measures provides investors with additional useful information with respect to the impact of various costs associated with the 50 the three U.S. innerspring component facilities and financing costs incurred in connection with the amendment and refinancing in 2014 and 2013, other income related to certain other non-recurring items, including income from a partial settlement of a leg to a normalized rate related to the aforementioned items and other discrete income tax events.

A reconciliation of EBITDA and adjusted EBITDA from the Company s net income and a reconciliation of total debt to conse funded debt less qualified cash are provided on slides 52 and 53. Management believes that the use of EBITDA and adjusted E useful information with respect to the terms of the Company s senior secured credit facility and the Company s compliance v For more information regarding adjusted EPS, adjusted EBITDA and other terms used in the Company s senior secured facility SEC filings.

A reconciliation of Tempur North America GAAP operating income and operating margin to adjusted operating income and operating income and GAAP operating margin less certain corporate expenses, is provided on slide 54. Management believes to financial measures provides investors with additional useful information with respect to Tempur North America s operating properties of certain corporate expenses.

A reconciliation of GAAP operating expenses to adjusted operating expenses, which is GAAP operating expenses less integrat on slide 55. Management believes that the use of this non-GAAP financial measure provides investors with additional useful is Company is operating performance and initiative to deleverage operating expenses during 2015-2018. The reconciliation provided to present operating expenses, including the exclusion of integration and financing costs related to the Sealy acquisition. A reconciliation of GAAP operating income and operating margin to adjusted operating income and operating margin, which a GAAP operating margin less integration and financing costs, is provided on slide 56. Management believes that the use of these provides investors with additional useful information with respect to the Company is operating income and margin performance and financing costs related to the Sealy acquisition.

Adjusted Net Income/Adjusted EPS

EBITDA/Adjusted EBITDA

Tempur North America Adjusted Operating Income and Margin Reconciliation

Adjusted Operating Expenses

Adjusted Operating Income and Margin

2014

Adjusted EPS Reconciliation

2013 and 2014 Adjusted EPS

Note:

2013 includes Sealy from March 18, 2013 to December 31, 2013, while 2014 includes Sealy for the whole year and according Note

1:

Loss

on

disposal

of

business

represents

Lagar Filling. Telvir Oft OE/LET INTERIOVE, INO. Tollin Bel 717 I/1
costs
associated
with
the
disposition
of
the
three
U.S.
innerspring
component facilities
and
related
equipment.
Note 2:
Transaction and integration represents costs, including legal fees, professional fees and other charges to align the businesses re
Note 3:
Financing costs represent costs incurred in connection with the amendment and refinancing of our senior secured credit facility
Note
4:
Other
income
includes
certain
other
non-recurring
items,
including
income
from
a
partial
settlement
of
a
legal
dispute.
Note
5:
Adjustment
of
taxes
to
normalized
rate
represents
adjustments
associated
with

the aforementioned items and other discrete income tax events. 51 Year Ended Year Ended (in millions, except per share amounts) December 31, December 31, 2013 2014 Net income 78.6 108.9 \$ Plus: Loss on disposal of business, net of tax (1) 16.7 Transaction costs, net of tax (2) 13.2 Integration costs, net of tax (2) 37.2 30.6 Financing costs, net of tax (3) 6.5 3.4 Other income, net of tax (4) (11.3)Adjustment of taxes to normalized rate (5) 10.9 16.3 Adjusted net income 146.4

\$

```
164.6
Earnings per share, diluted
1.28
$
1.75
Loss on disposal of business, net of tax
(1)
0.27
Transaction costs, net of tax
(2)
0.21
Integration costs, net of tax
(2)
0.60
0.49
Financing costs, net of tax
(3)
0.11
0.05
Other income, net of tax
(4)
(0.18)
Adjustment of taxes to normalized rate
(5)
0.18
0.27
Adjusted earnings per share, diluted
2.38
$
2.65
Diluted shares outstanding
```

61.6 62.1

```
Adjusted EBITDA Reconciliation
2013 and 2014 Adjusted EBITDA
52
Year Ended
Year Ended
(in millions)
December 31,
December 31,
2013
(1)
2014
Net income attributable to Tempur Sealy International, Inc.
75.6
```

\$ 108.9 \$ Interest expense 133.2 91.9 Income taxes 39.0 64.9 Depreciation & amortization 98.6 89.7 **EBITDA** 346.4 \$ 355.4 Adjustments for financial covenant purposes: Transaction costs (2) 25.2 Integration costs (2) 15.3 40.3 Financing and Refinancing charges (3) 2.4 1.3 Non-cash compensation (4) 5.8 Restructuring and impairment related charges (5) 7.8 Loss

on

disposal

of

business

and

discontinued

operations

(6)

0.6

23.2

Other

(7)

7.6

(15.6)

Adjusted EBITDA

411.1

\$

404.6

\$

Note 1:

2013 is presented according to the methodology used for the Company s senior secured facilities and is based on the mathemathe twelve months ended December 31, 2013 and Sealy s historical financial results for the pre-acquisition period from December 2:

Transaction and integration represent costs related to the Sealy acquisition, including legal fees, professional fees and other characteristics. Note 3:

Financing charges represent costs incurred in connection with the amendment of our senior secured credit facility and refinanc Sealy prior to the Sealy acquisition.

Note 4:

Non-cash compensation represents costs associated with various share-based awards.

Note 5:

Restructuring and impairment represents costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs related to restructuring the Tempur Sealy business and asset impairment costs and asset impairment costs and asset impairment costs are related to restructuring the Tempur Sealy business and asset impairment costs are related to restructuring the Tempur Sealy business and asset impairment costs are related to restructuring the Tempur Sealy business and asset impairment costs are related to restructuring the Tempur Sealy business and asset impairment costs are related to restructuring the Tempur Sealy business and asset impairment costs are related to restructuring the tempur Sealy business and asset impairment costs are related to restructuring the related to restructuring the

Loss on disposal of business represents costs associated with the disposition of the three U.S. innerspring component production represents losses from Sealy's divested operation prior to the Sealy acquisition.

Note 7: Other income in 2014 includes certain other non-recurring items, including income from a partial settlement of a leg

Debt Reconciliation and Leverage Ratio Calculation

Reconciliation of Total Debt to Consolidated Funded Debt Less Qualified Cash

Note:

For more details regarding consolidated funded debt, consolidated funded debt less qualified cash and adjusted EBITDA, pleas Note

1.

Qualified

cash

as

defined

in

the

Company's

senior secured credit facility equals 100.0% of unrestricted domestic cash plus 60.0% of unrestricted foreign cash. For purposes of calculating leverage ratios, qualified cash is capped at \$150.0 million. Note 2: The ratio of consolidated debt less qualified cash to adjusted EBITDA was 3.89 times, within the Company's covenan 53 As of (in millions, except ratio) December 31, 2014 Total debt 1,602.3 \$ Plus: Letters of credit outstanding 18.2 Consolidated funded debt 1,620.5 Less: Domestic qualified cash (1) 25.9 Foreign qualified cash (1) 21.9 Consolidated funded debt less qualified cash 1,572.7 Adjusted EBITDA 404.6

\$
Consolidated funded debt less qualified cash to Adjusted EBITDA

(2)

3.89 times

Tempur North America Adjusted Operating Margin Reconciliation
Tempur North America
Adjusted Operating Income And Operating Margin
Tempur North America 2013 - 2014
Year Ended
Year Ended
(in millions, except percentage amounts)
December 31,
December 31,
2013
2014
Operating Income, Tempur North America segment

\$67.6 \$84.9 Tempur North America Net Sales 910.0 993.2 Operating Margin (GAAP) 7.4% 8.5% Corporate expenses included in Tempur North America segment 83.0 75.5 Adjusted Operating Income less corporate expenses \$150.6 \$160.4 Tempur North America Net Sales 910.0 993.2 Adjusted Operating Margin 16.5% 16.1% 54 Tempur North America 2H 2013 vs. 2H 2014 Six Months Ended Six Months Ended (in millions, except percentage amounts) December 31, December 31, 2013 2014 Operating Income, Tempur North America segment \$41.5 \$65.5 Tempur North America Net Sales 468.6 542.9 Operating Margin (GAAP) 8.9% 12.1% Corporate expenses included in Tempur North America segment 32.7 40.2 Adjusted Operating Income less corporate expenses \$74.2 \$105.7 Tempur North America Net Sales 468.6 542.9 Adjusted Operating Margin 15.8%

19.5%

Adjusted Operating Expenses 2014 Adjusted Operating Expenses Note

1:

Integration

costs

represents

costs,

including

legal

fees,

professional

fees

and other charges to align the businesses related to the Sealy acquisition. Financing costs represent costs incurred in connection with the amendment of our senior secured credit facility. **Operating Expenses** Adjusted Tempur Sealy International, Inc. Year Ended (in millions, except percentage amounts) December 31, 2014 Consolidated net sales \$2,989.8 Selling and marketing expenses 619.9 General, administrative and other expenses 280.6 **Operating Expenses** 900.5 Operating Expenses as a % of Consolidated Net Sales 30% **Operating Expenses** \$900.5 Less: Integration and financing costs (1) 43.8 \$856.7 Adjusted Operating Expenses as a % of Consolidated Net Sales 29%

Adjusted Operating Margin 2014 Adjusted Operating Income and Margin 56

Note 1: Integration

costs

represents

costs,

including

legal

fees,

professional

fees

and

other charges align the businesses related to the Sealy acquisition. Financing costs represent costs incurred in connection with the amendment of our senior secured credit facility. Tempur Sealy International, Inc. Year Ended (in millions, except percentage amounts) December 31, 2014 Operating Income, Tempur Sealy International, Inc. \$276.3 Consolidated net sales 2,989.8 Operating Margin (GAAP) 9.2% Operating Income, Tempur Sealy International, Inc. \$276.3 Plus: Integration and financing costs (1) 43.8 Adjusted Operating Income \$320.1 Consolidated net sales 2,989.8 Adjusted Operating Margin (Non-GAAP) 10.7%

Constant Currency Information

5/

In this investor presentation the Company refers to, and in other press releases and other communications with investors the Company refer to, net sales or earnings or other historical financial information on a constant currency basis or excluding FX, non-GAAP financial measure. These references to constant currency basis do not include operational impacts that could result fluctuations in foreign currency rates. To provide information on a constant currency basis, the applicable financial results are based on a simple mathematical model that translates current period results in local currency using the comparable prior year procurrency conversion rate. This approach is used for countries where the functional currency is the local country currency. This information is provided so that certain financial results can be viewed without the impact of fluctuations in foreign currency rafacilitating period-to-period comparisons of business performance. The information presented on a constant currency basis is recognized under GAAP, and this information is not intended as a substitute for reviewing information presented on a GAAP to