



meet
manduka

we're so happy you're here.



OUR MISSION:

to inspire the practice.

We create goods to enable a more joyful experience of yoga & meditation, in all its many forms.





CORE VALUES:

surprise
and **delight**

always
be open

bring us all
together

deliver
net good

our community

- growing fast — yoga practitioners doubling over last 10 years with 36M practicing in US and 300M worldwide
- driven by leaders and taste makers in the yoga and meditation space
- passionate, influential cheerleaders who share the joy of yoga
- 80% female, 20% male
- overindexes in higher household income
- 500K+ social media audience



our **roots**

- born in 1997
- founded on The Black Mat PRO, remaining the gold standard for yoga mats today
- #1 choice for teachers worldwide
- the Frog, an homage to Mandukasana & the joy of yoga



A top-down photograph of two women practicing yoga on mats. The woman on the left is on a purple mat, wearing a black tank top and leggings, with a purple strap around her waist and a grey bolster under her knees. The woman on the right is on a blue mat, wearing a white tank top and leggings, with a grey strap around her waist and a blue bolster under her knees. Both women have their eyes closed and are in a relaxed pose.

INSPIRED BY THE BLACK MAT PRO®,
OUR PRODUCT RANGE IS BUILT ON 5 TENANTS:

quality | **innovation** | **performance** | **conscious** | **trusted** by
design | teachers worldwide

a **global** partner

- fully immersive experience in studio and at retail
- 4,000 yoga studios
- 15,000 teachers
- 70 countries



love from our people

I bought my PRO mat 16 years ago. It's held my sweat & tears, it's supported me through three pregnancies, multiple injuries and has been both my launching pad and landing pad.

– KELLY M

I've been meaning to write this review for years...This is hands down the best yoga mat out there! it is not hyperbole. I have had this mat for almost 11 years and its still immaculate. I practice three times a week and have been practicing yoga for 18 years, teaching for 14 and in that time I have tested a LOT of mats. This one has stood up to the test of time and is still the best mat out there. I love how dense it is. I think our knees get more sensitive as we get older and our pubis bones as well(ladies in locust pose) and this mat supports without any discomfort. its heavy, sure, so I don't travel with it. But when I do travel I wish I had it. Buy this mat. Invest in its longevity!

– MARTA B

I have had this mat for over a decade and it is still holding up. I love how clean it has stayed and how durable the cushioning has been. Highly recommend.

– ANNA





At the core of the yoga community, teachers and studios become places of familiarity, comfort, and joy for us all.

At Manduka, yoga teachers and studios around the globe are our inspiration. So we're turning the camera towards them, to honor them, share their unique magic, and how they

inspire the practice.



namaste.

