

The Purply Platform

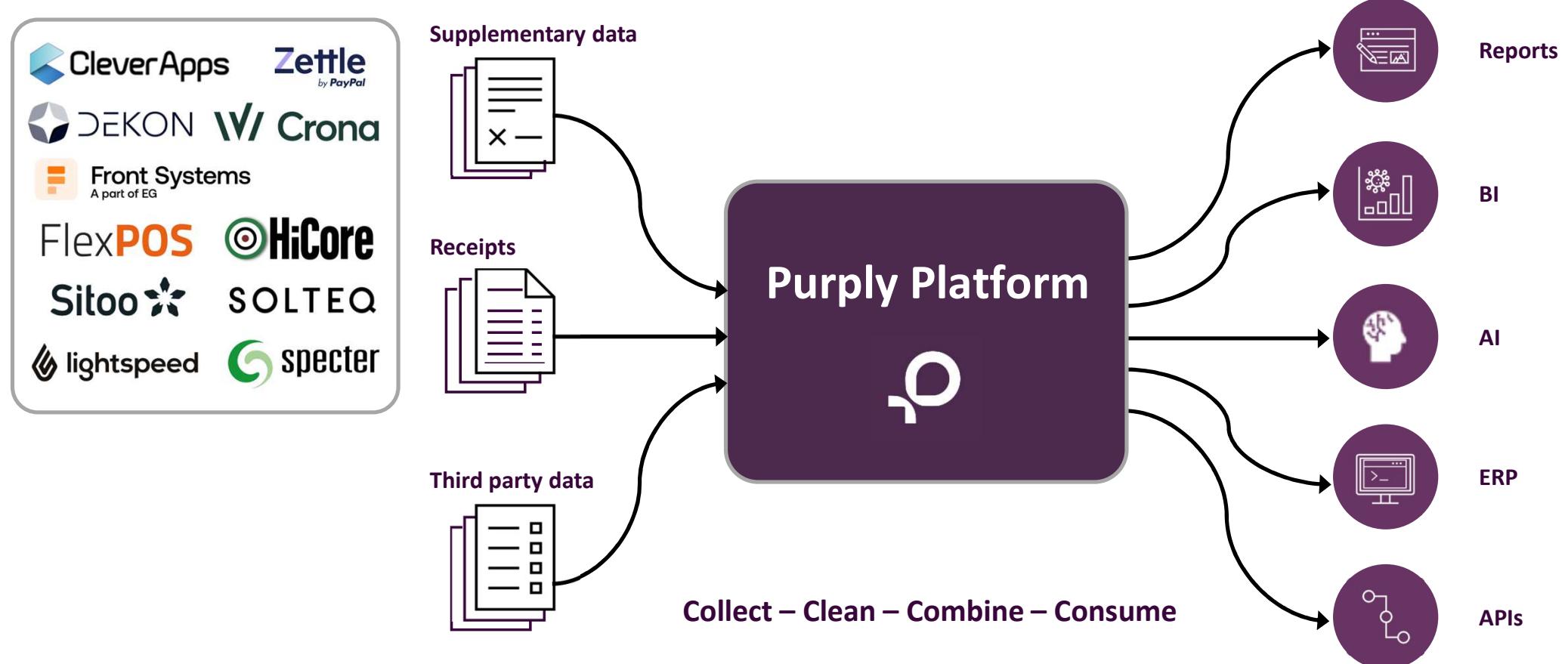


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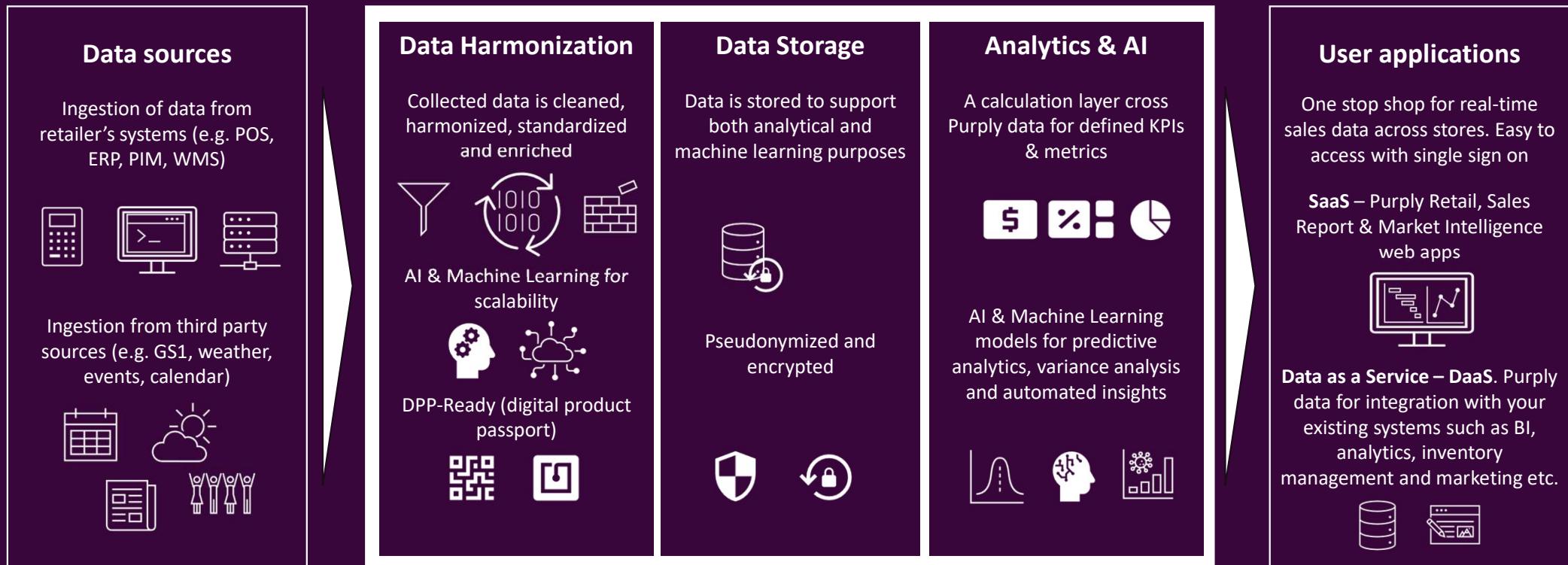
The Purply Platform enables collection, cleaning, standardization, enrichment and consumption of sales data from online and brick & mortar stores



The Purply platform has 13 APIs, integrating to all leading POS vendors in the Nordics, to collect and process data from more than 250 fashion stores



The Purply Platform is a mature, scalable data platform, developed for the needs of the retail industry, supported by an established security- and governance model

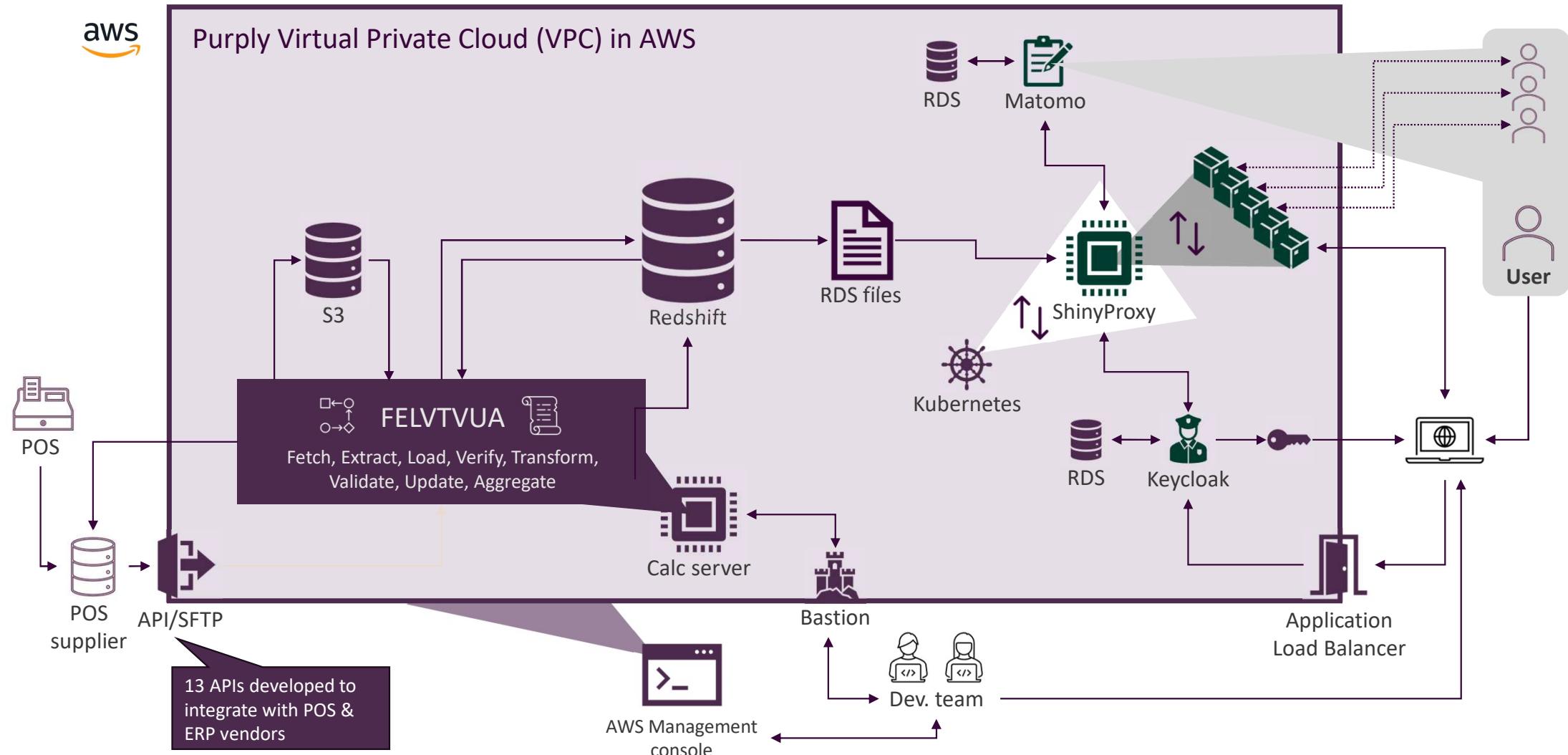


Security & Governance



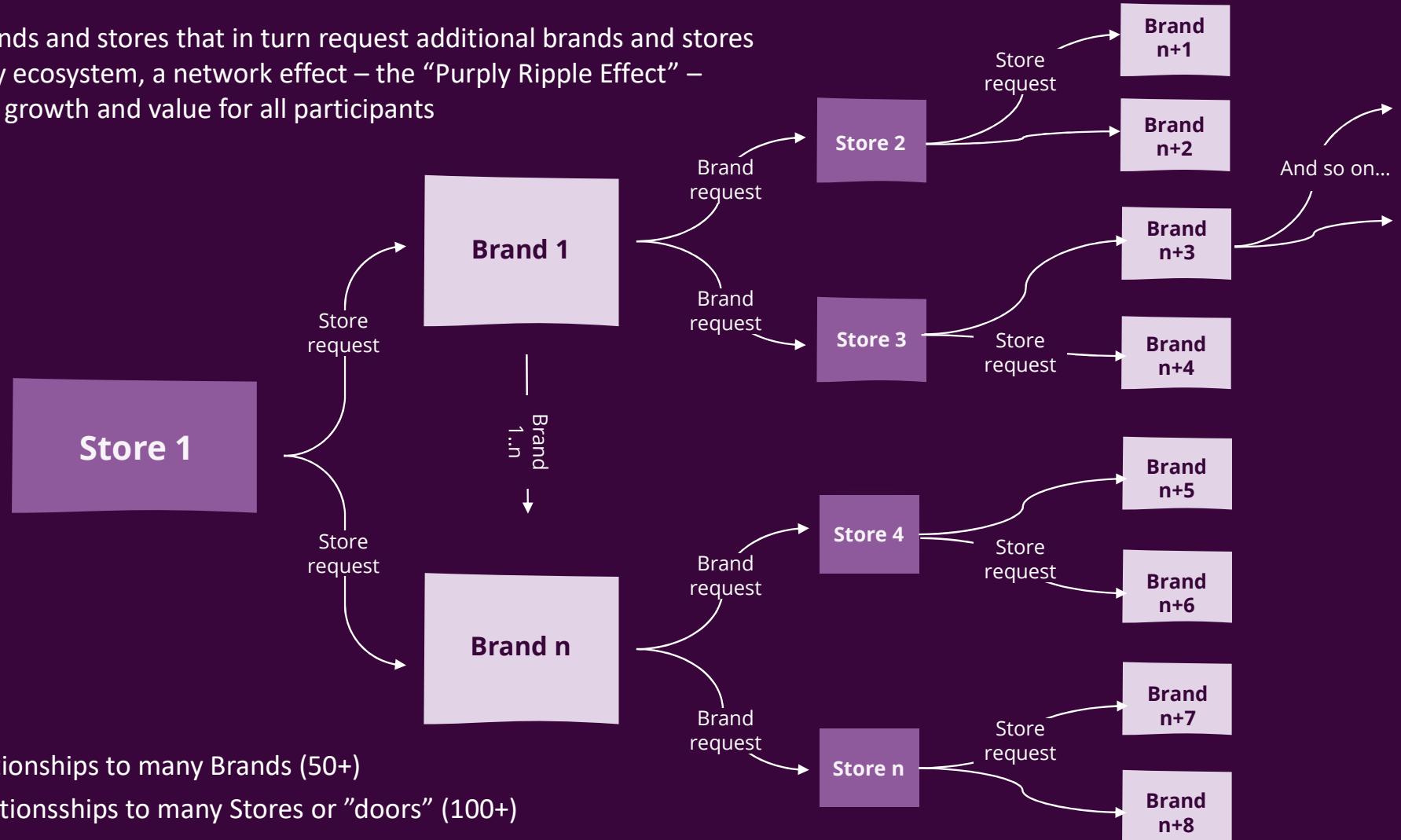
State of the art security and strict data governance. GDPR compliant.
Data is encrypted at rest and in transit. Zero trust policy. Least permissive access rights.

Purply Platform Architecture



Go-to-market strategy leveraging the "Purply Ripple Effect"

By recruiting brands and stores that in turn request additional brands and stores to join the Purply ecosystem, a network effect – the “Purply Ripple Effect” – drives additional growth and value for all participants



Purply Data-as-a-Service (DaaS) ecosystem



POS partners:



Retail stores

Share their sales data
Receive shared market index and insights



Supply

Demand



Purply Data Platform



Retailer Brands, Retail Analytics providers and

Industry stakeholders

Subscribe shared market data and insights

Stores

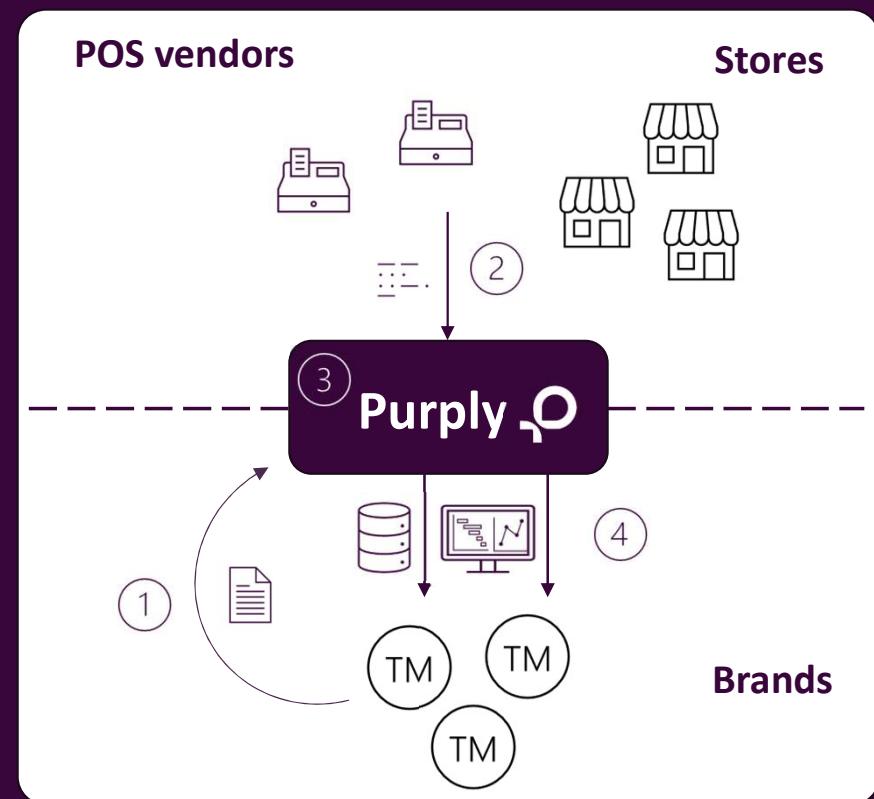
Brands

Purply enables a more informed decision making, facilitated by a single source of high-quality data, available in near real-time



Purply's data cleaning and harmonization process improves data quality in several dimensions – including Completeness, Consistency, Validity, Accuracy and Timeliness.

1. Brands provide their master data to Purply
2. Purply integrates to leading POS & ERP system suppliers to collect sales data from participating stores
3. Purply performs cleaning, harmonization and enrichment of the data to match standard set by the brand's master data and requirements
4. Purply supplies the enhanced sales data to partner brands, available as SaaS or DaaS solutions to match your needs



Unlocking Retail Success with Market Data



VALUE BASED USE CASE - Optimizing Product, Price, Place, and Promotion (4P) strategies

Product / assortment optimization

- Increase revenue by optimizing the product range
- Discover new trending stores and product categories
- Remove low-performing items

Price optimization

- Make strategic pricing decisions by setting optimal prices to boost profitability
- Compare gross margins across categories and stores to adjust prices and manufacturing costs

Promotion / marketing campaign optimizations

- Improve marketing efficiency with the right campaigns by targeting the right products, at the right time, at the right prices
- Plan marketing strategies by analyzing past sales trends in different stores during seasons and events like Black Week, summer sales, etc.

Place / channel Optimization

- Increase channel profitability by ensuring products are available where they sell best
- Compare sales performance across stores to identify and correct misplaced products and optimize exposure

Replenishment Optimization

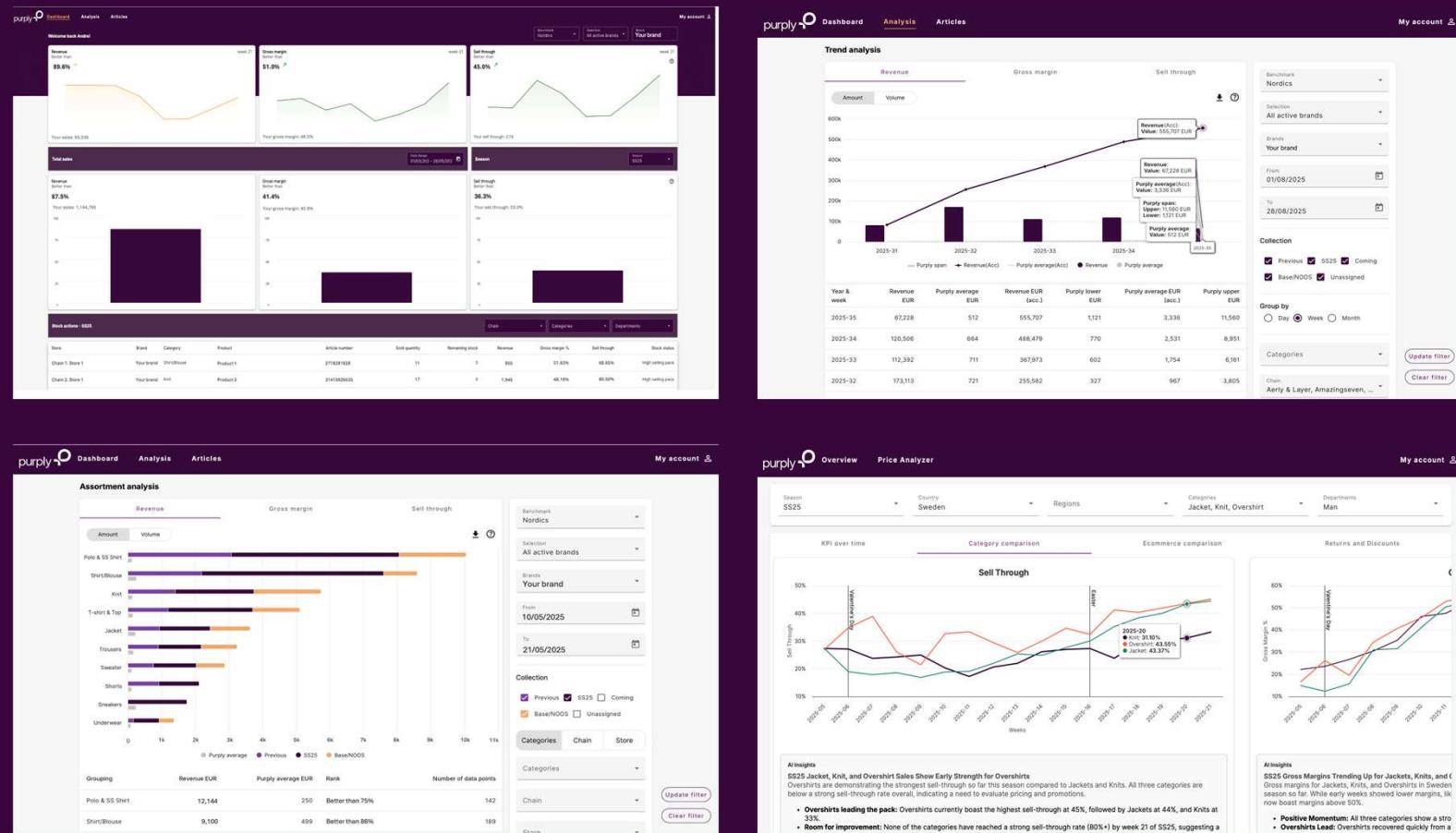
- Reduce inventory holding costs by accurately forecasting demand using market data
- Identify fast-selling products to avoid stockouts and maximize sales

Purpy Apps



Three subscription-based web apps, accessible from any device, have been developed

- Purpy Retail
- Purpy Sales Report
- Market Intelligence



Purply Retail



Purply Retail is designed to empower **fashion retailers** with tools to optimize inventory, pricing, and sales strategies. Gain actionable insights to stay ahead in the competitive market.

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Welcome back Andrei

Revenue Better than 89.6%  week 21

Your sales: 65,536

Gross margin Better than 51.0%  week 21

Your gross margin: 48.5%

Sell through Better than 45.0%  week 21

Your sell through: 2.1%

Total sales Date Range 01/03/2022 – 26/05/2022 Season SS25

Revenue Better than 87.5%  Your sales: 1,144,765

Gross margin Better than 41.4%  Your gross margin: 42.8%

Sell through Better than 36.3%  Your sell through: 33.0%

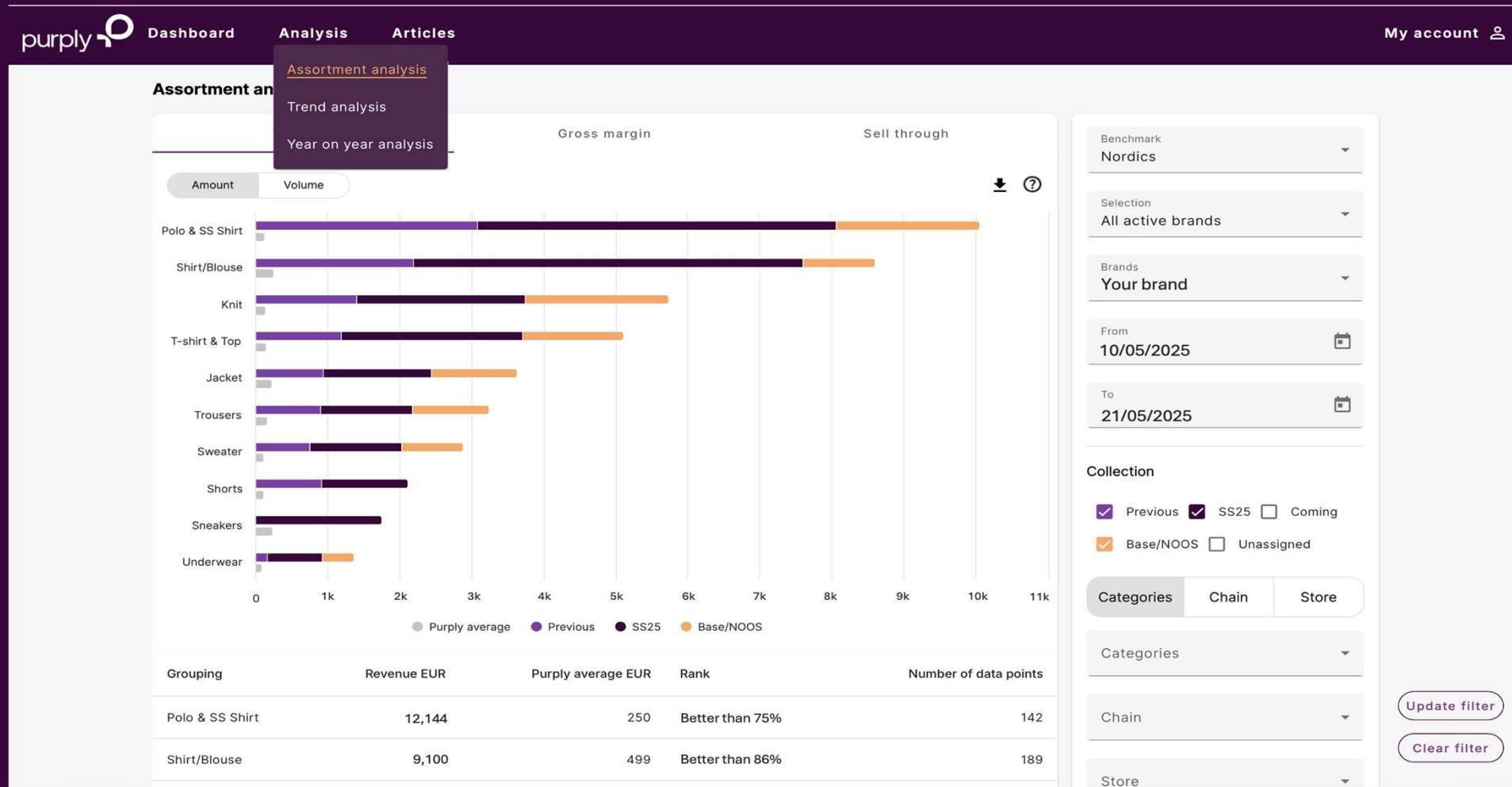
Stock actions - SS25 Chain Categories Departments

Store	Brand	Category	Product	Article number	Sold quantity	Remaining stock	Revenue	Gross margin %	Sell through	Stock status
Chain 1: Store 1	Your brand	Shirt/Blouse	Product 1	2718281828	11	3	855	51.63%	68.65%	High selling pace
Chain 2: Store 1	Your brand	Knit	Product 3	31415926535	17	9	1,945	48.19%	80.50%	High selling pace

Purply Retail



Purply Retail – Assortment analysis view



Purply Retail



Purply Retail – Trend analysis view

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Trend analysis

Revenue

Amount Volume

Revenue

Gross margin

Sell through

Revenue(Acc): Value: 555,707 EUR

Revenue: Value: 67,228 EUR

Purply average(Acc): Value: 3,336 EUR

Purply span: Upper: 11,560 EUR Lower: 1,121 EUR

Purply average: Value: 512 EUR

2025-31 2025-32 2025-33 2025-34 2025-35

Year & week Revenue EUR Purply average EUR Revenue EUR (acc.) Purply lower EUR Purply average EUR (acc.) Purply upper EUR

Year & week	Revenue EUR	Purply average EUR	Revenue EUR (acc.)	Purply lower EUR	Purply average EUR (acc.)	Purply upper EUR
2025-35	67,228	512	555,707	1,121	3,336	11,560
2025-34	120,506	664	488,479	770	2,531	8,951
2025-33	112,392	711	367,973	602	1,754	6,161
2025-32	173,113	721	255,582	327	967	3,805

Benchmark: Nordics

Selection: All active brands

Brands: Your brand

From: 01/08/2025

To: 28/08/2025

Collection: Previous SS25 Coming
 Base/NOOS Unassigned

Group by: Day Week Month

Categories

Chain: Aerly & Layer, Amazingseven, ...

[Update filter](#) [Clear filter](#)

Purply Retail



Purply Retail – Articles view

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Articles

Filter articles

Brands: Your brand

Country: Nordics

Collection: SS25

From: 01/05/2025

To: 26/05/2025

Chain: Chain 1, Chain 2, Chain 3, Cha...

Department: Man

Store

Categories: Sneakers

Price filter: Sales price Original price
Min value: 0 Max value: 50000

[Update filter](#) [Clear filter](#)

 [Search](#)

Chain	Store	Article	Color	Size	Article number	EAN/gtin	Sold quantity	Remaining stock	Revenue EUR	Gross margin
> Chain 1							51	86	5,400	51.05%
> Chain 2							28	114	3,140	49.98%
> Chain 3							36	173	4,736	45.07%

Sales Report



Sales Report offers fashion brands detailed analytics on sales performance, helping you identify trends, optimize strategies, and maximize profitability across your product categories. Sales Report provides detailed information such as number of items sold, remaining stock, revenue, gross margin, discount rates and return rates, across chains and stores.



Sales report - Your brand

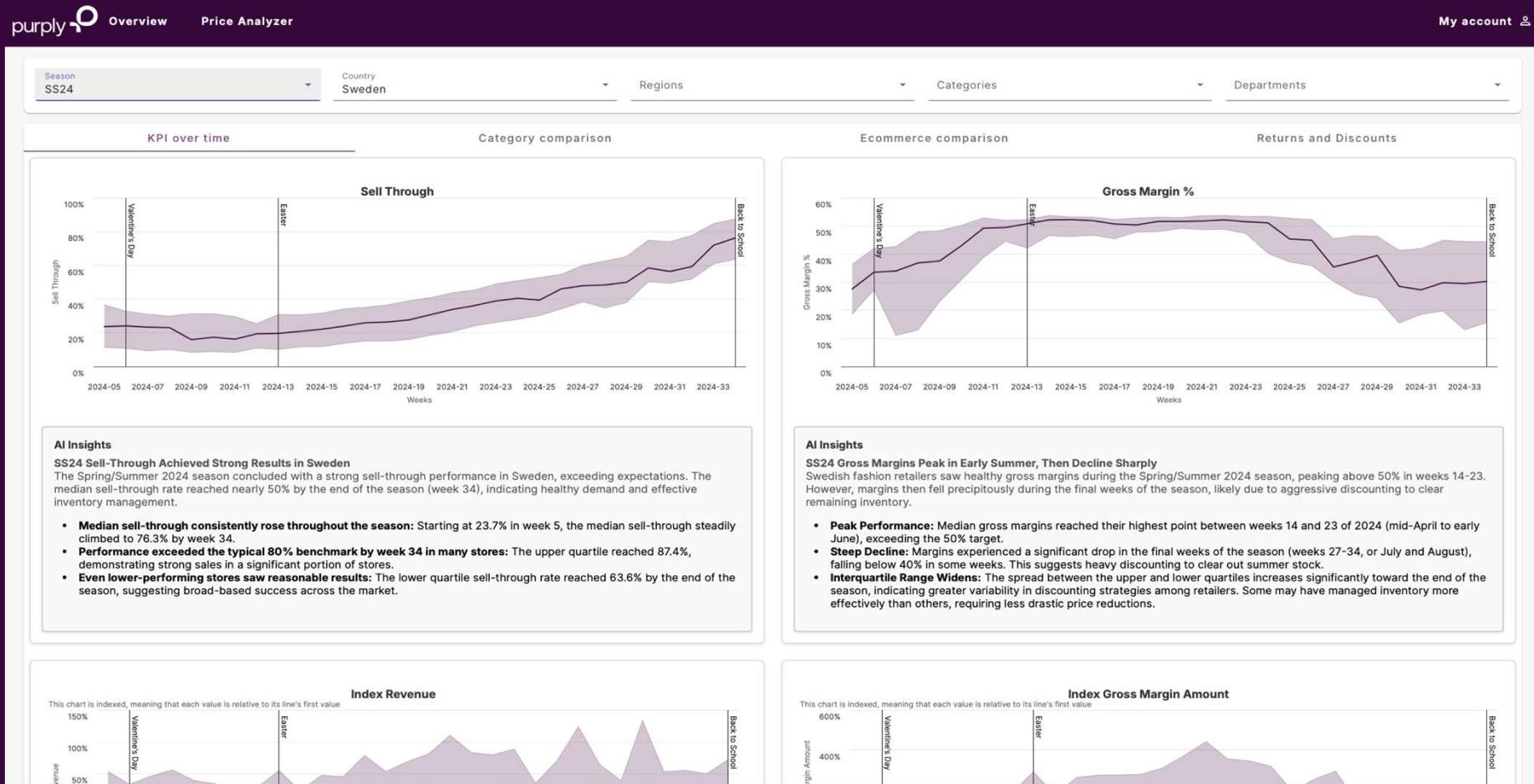
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From	To	Chain	Categories	Department	Download	Search										
Chain	Store	Category	Article	Color	Size	Article number	EAN/gtin	Sold quantity	Remaining stock	Rank	Revenue EUR	Gross margin	Sell through	Discount rate	Discount amount	Return rate
From 18/03/2025	To 27/05/2025	Chain Chain 1, Chain 2 ...	Categories	Department		<input type="text" value="Search"/>										
➤ Chain 1								414	3,141	1	28,800	55.2%	39.1%	-	0	6.9%
➤ Chain 2								321	404	11	16,384	50.5%	20.1%	6.3%	1,099	7.3%
➤ Chain 3								612	2,718	13	42,192	44.0%	36.2%	16.1%	8,193	7.3%
➤ Chain 4								59	60	17	4,096	54.3%	30.9%	-	0	19.2%
	➤ Store 1							38	60	17	2,550	54.0%	26.6%	-	0	-
	➤ E-commerce							17	0	15	911	55.4%	100.0%	-	0	55.6%
		➤ Trousers						10	0	3	1,500	55.4%	100.0%	-	0	30.0%
		➤ Shorts						2	0	2	230	55.3%	100.0%	-	0	-
		➤ Shirt/Blouse						4	0	5	575	55.4%	100.0%	-	0	80.0%
		➤ Jeans						1	0	3	155	55.4%	100.0%	-	0	-
➤ Chain 5								1,852	10,110	16	128,256	44.5%	44.6%	14.0%	22,316	6.8%
➤ Chain 6								180	1,517	2	11,111	33.8%	15.5%	39.0%	7,535	3.9%
➤ Chain 7								1,609	5,402	7	109,000	34.7%	34.2%	30.0%	45,987	3.1%

Market Intelligence



Market Intelligence provides real-time insights into the Nordic fashion market, helping brands and retailers make data-driven decisions to optimize their operations and sales. MI offers essential KPIs like Revenue, Gross Margin, Sell-through, Return Rates, etc. across countries, regions, categories and departments.



Market Intelligence



Market Intelligence – Category comparison view

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Season SS25 Country Sweden Regions Categories Jacket, Knit, Overshirt Departments Man

KPI over time Category comparison Ecommerce comparison Returns and Discounts

Sell Through

Category	Sell Through (%)
Knit	31.10%
Overshirt	43.55%
Jacket	43.37%

AI Insights

SS25 Jacket, Knit, and Overshirt Sales Show Early Strength for Overshirts

Overshirts are demonstrating the strongest sell-through so far this season compared to Jackets and Knits. All three categories are below a strong sell-through rate overall, indicating a need to evaluate pricing and promotions.

- Overshirts leading the pack:** Overshirts currently boast the highest sell-through at 45%, followed by Jackets at 44%, and Knits at 33%.
- Room for improvement:** None of the categories have reached a strong sell-through rate (80%+) by week 21 of SS25, suggesting a need to analyze current stock levels and potentially adjust pricing or promotional strategies to stimulate sales.

AI Insights

SS25 Gross Margins Trending Up for Jackets, Knits, and Overshirts

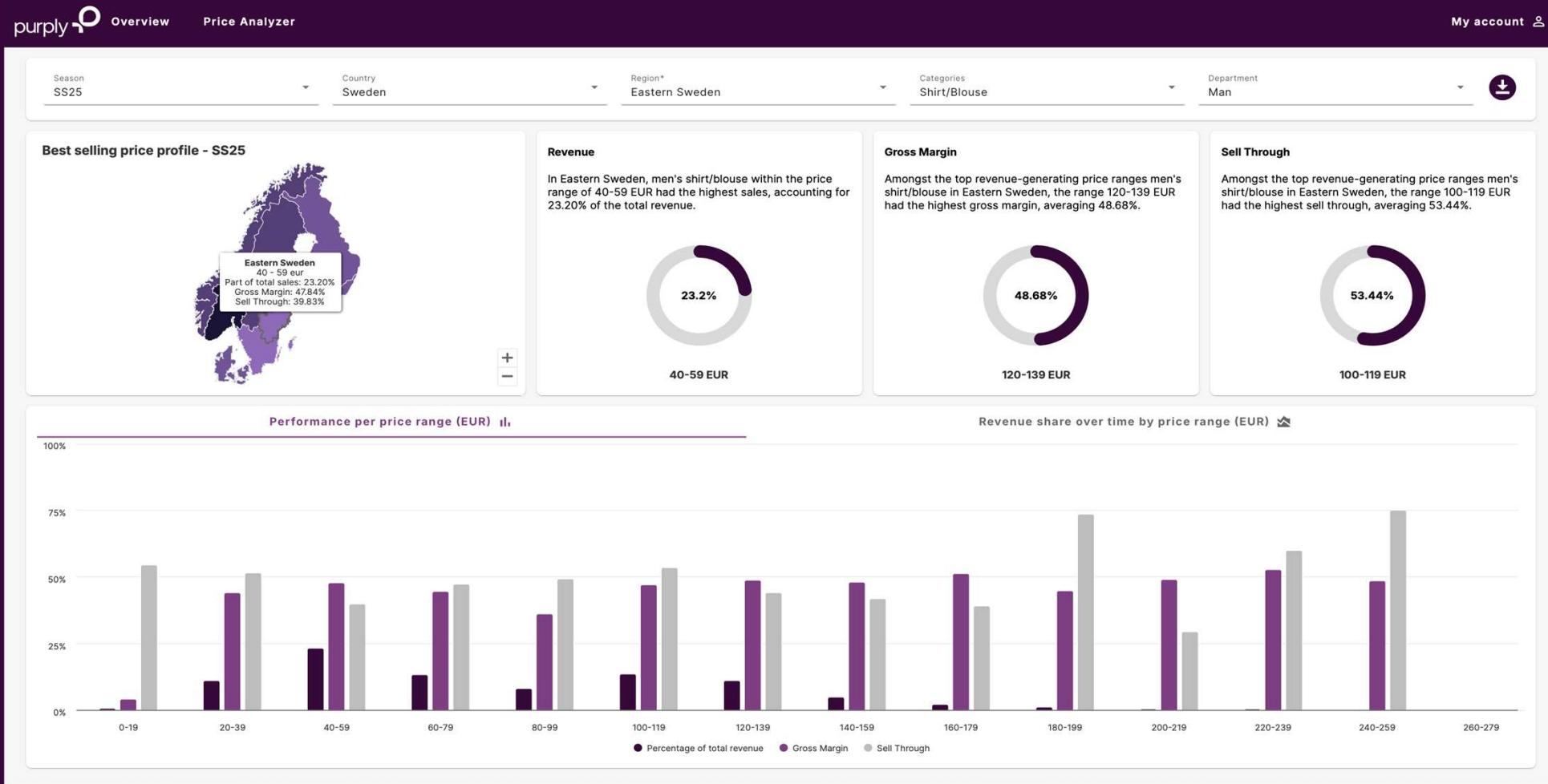
Gross margins for Jackets, Knits, and Overshirts in Sweden are showing a positive trend. While early weeks showed lower margins, like 20% for Knit in week 05, they have since recovered and are now above 50% by week 11. The Overshirt margin is the highest at 55%.

- Positive Momentum:** All three categories show a strong upward trend in gross margins.
- Overshirts Lead:** Overshirts recovered quickly from a dip in early weeks and are now leading the pack with the highest gross margin at 55%.

Market Intelligence



Market Intelligence – Prize Analyzer enables analysis of products pricing, Gross Margin and sell-through across regions, categories and departments to stay competitive and maintain margins.





Empowering fashion retailers in the Nordics