



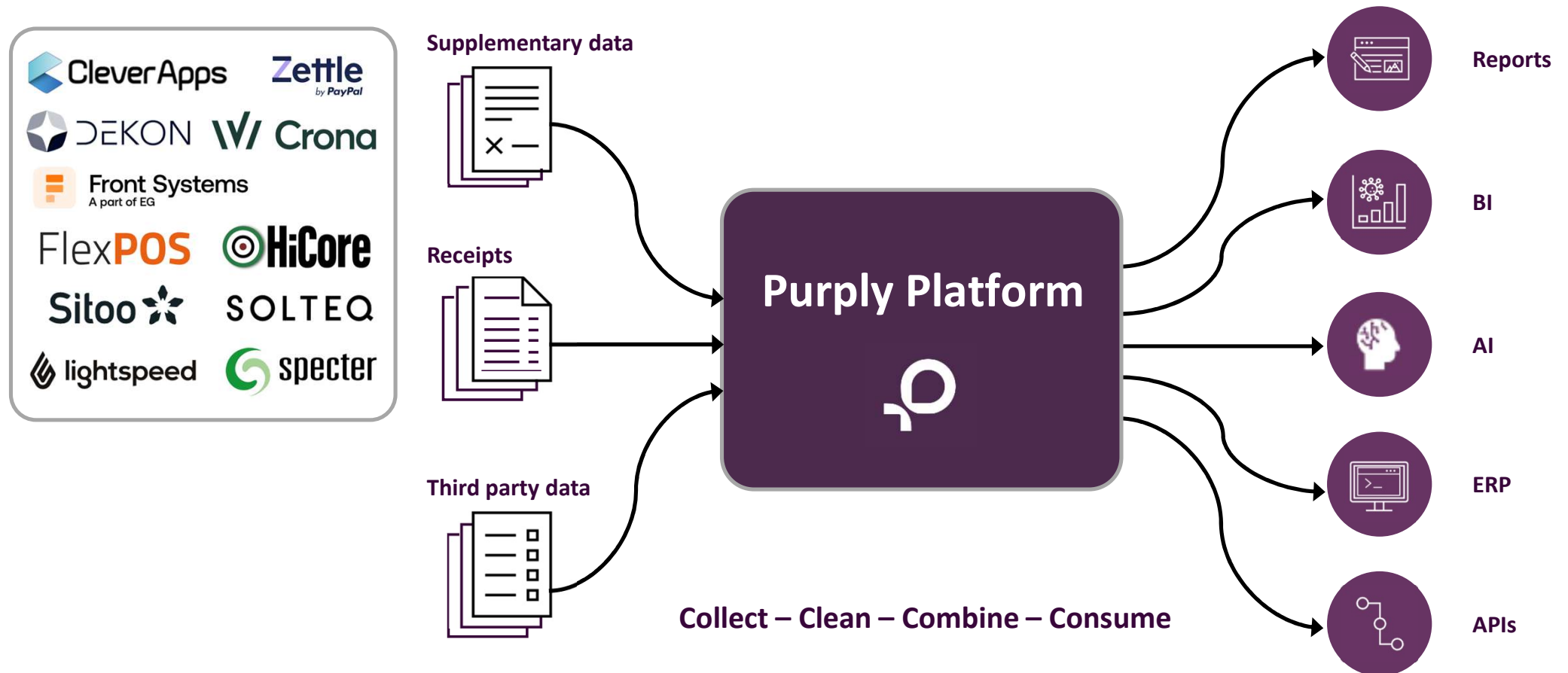
The Purply Platform

- Overview of the Purply Platform page 2
- Description of platform features page 3
- Purply Platform Architecture page 4
- Go-to-market strategy page 5
- The Purply Data-as-a-Service Ecosystem page 6
- Use case – Data cleaning and harmonization page 7
- Use case – Optimizing Product, Price, Place, and Promotion (4P) strategies page 8
- Purply Apps – Purply Retail, Purply Sales Report, Market Intelligence page 9 - 17

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



Data sources

Ingestion of data from retailer's systems (e.g. POS, ERP, PIM, WMS)



Ingestion from third party sources (e.g. GS1, weather, events, calendar)



Data Harmonization

Collected data is cleaned, harmonized, standardized and enriched



AI & Machine Learning for scalability



DPP-Ready (digital product passport)



Data Storage

Data is stored to support both analytical and machine learning purposes



Pseudonymized and encrypted



Analytics & AI

A calculation layer cross Purply data for defined KPIs & metrics



AI & Machine Learning models for predictive analytics, variance analysis and automated insights



User applications

One stop shop for real-time sales data across stores. Easy to access with single sign on

SaaS – Purply Retail, Sales Report & Market Intelligence web apps



Data as a Service – DaaS. Purply data for integration with your existing systems such as BI, analytics, inventory management and marketing etc.

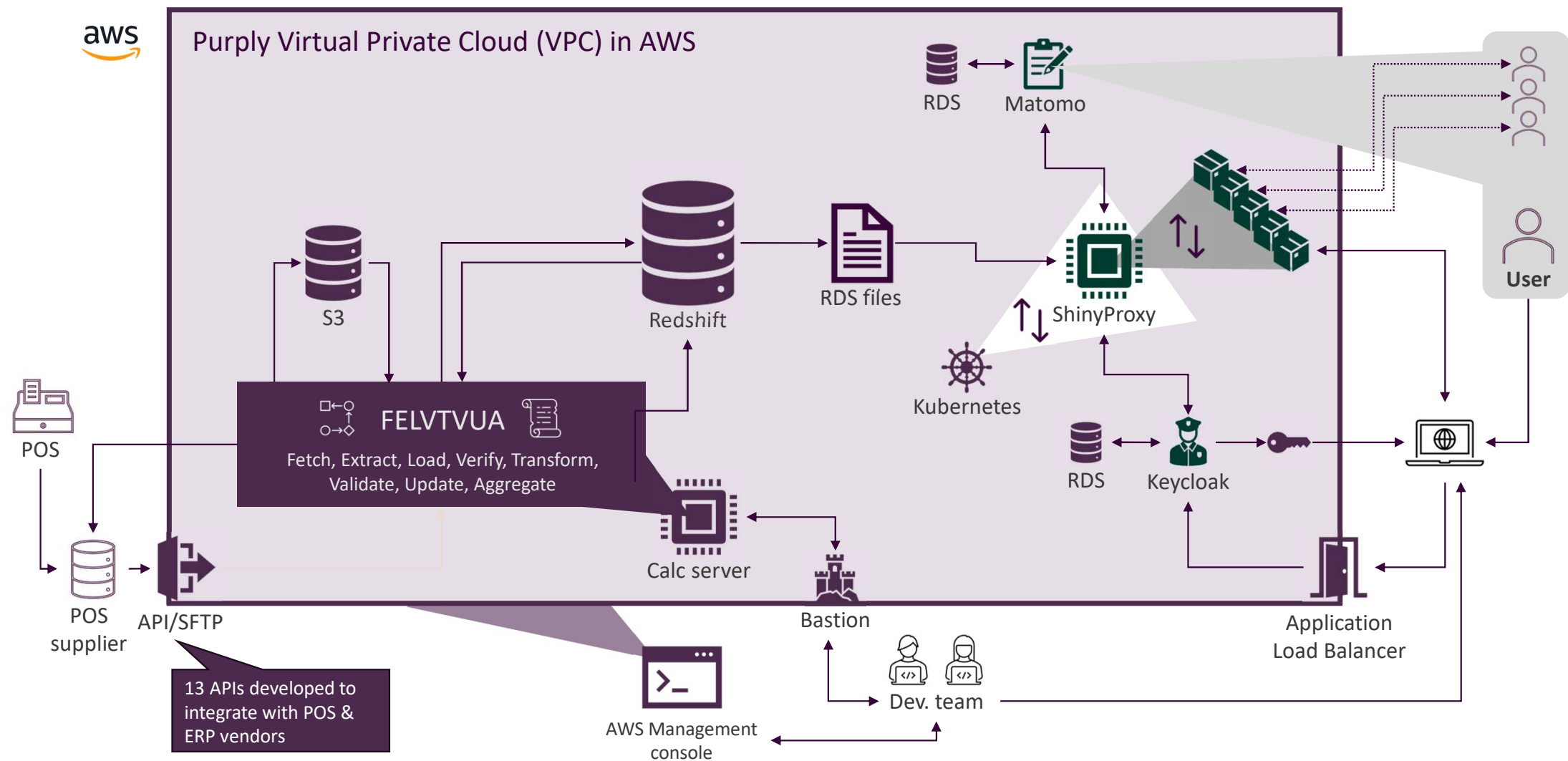


Security & Governance



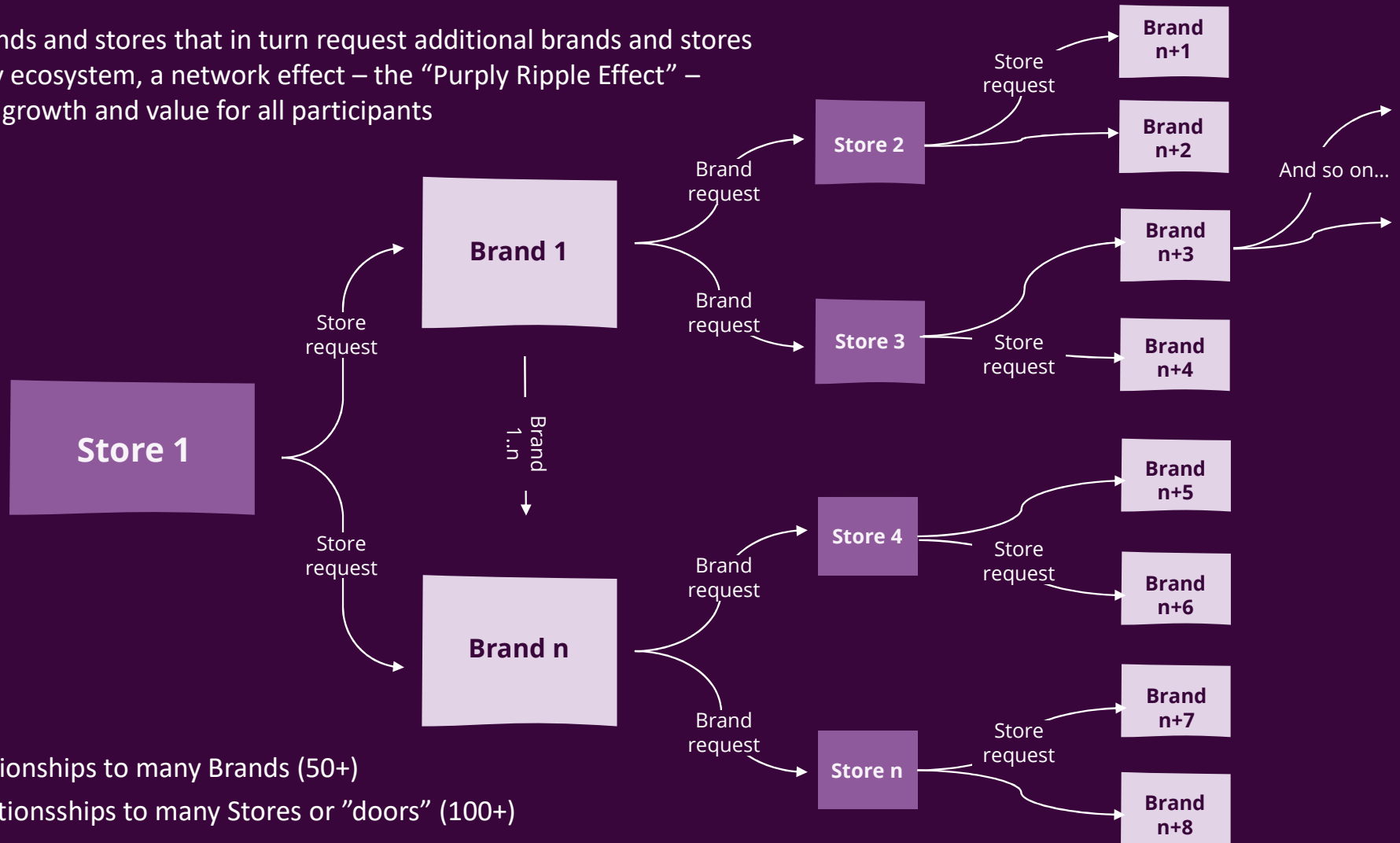
State of the art security and strict data governance. GDPR compliant.
Data is encrypted at rest and in transit. Zero trust policy. Least permissive access rights.

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



Stores have relationships to many Brands (50+)

Brands have relationships to many Stores or "doors" (100+)

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



POS partners:



SOLTEQ



SPLITGRID



Retail stores

Share their sales data

Receive shared market index and insights



Supply

Demand



Purply Data Platform

Stores



Brands

Retailer Brands, Retail Analytics providers and

Industry stakeholders

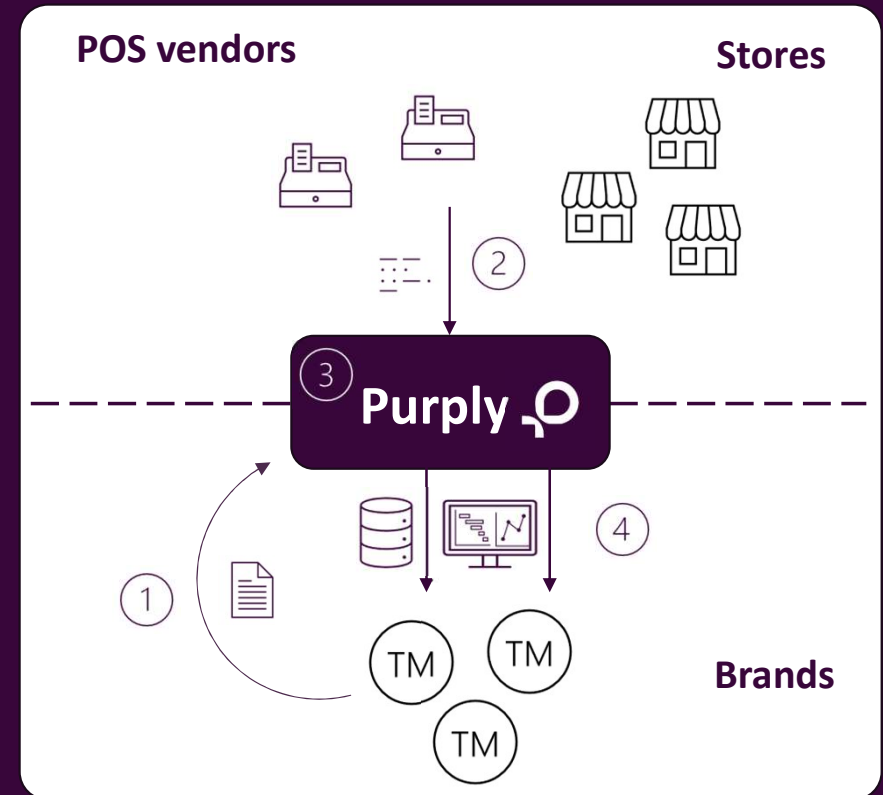
Subscribe shared market data and insights

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

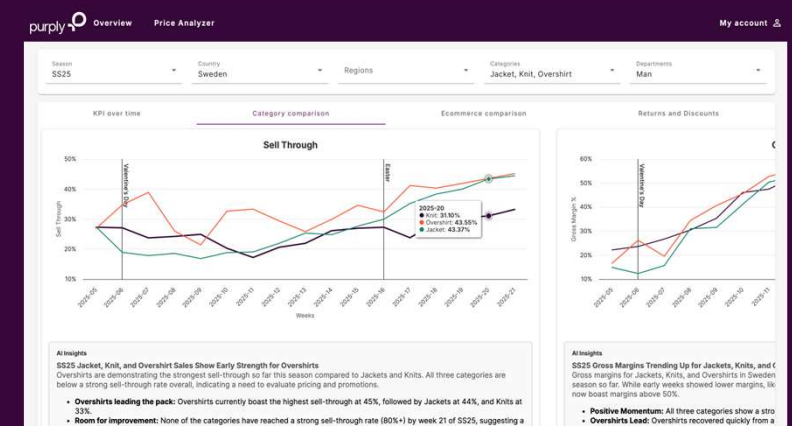
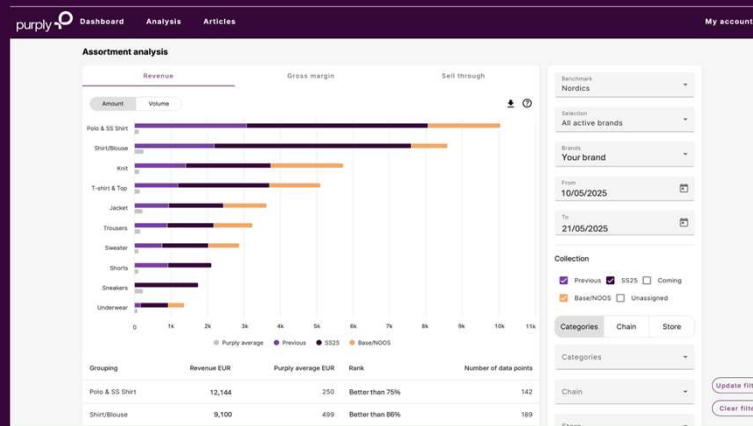
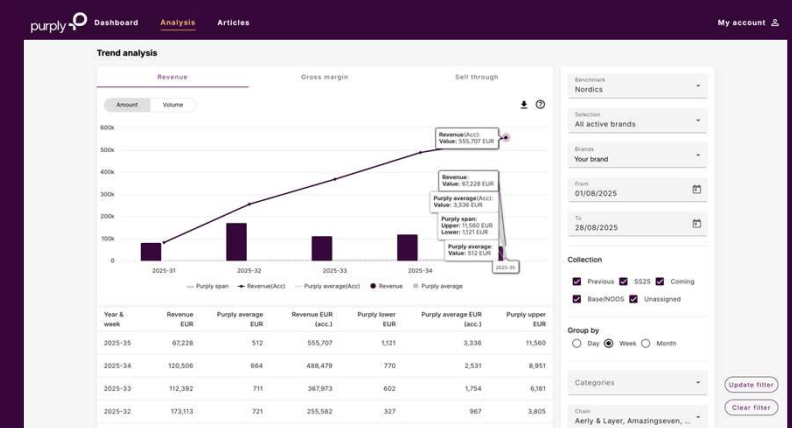
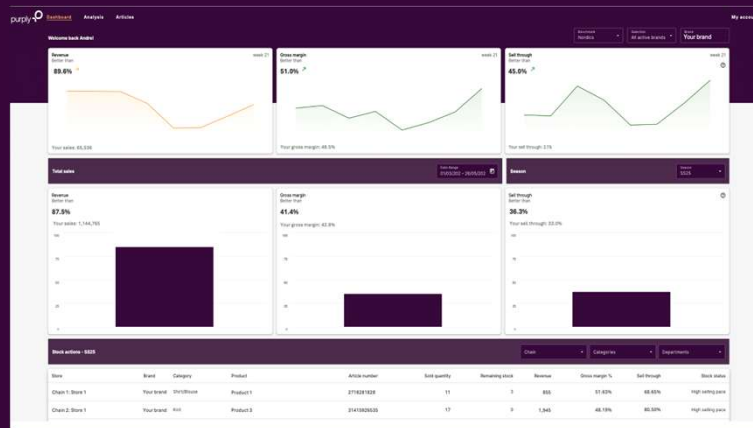
- Reduce inventory holding costs by accurately forecasting demand using market data
- Identify fast-selling products to avoid stockouts and maximize sales

Purply Apps



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

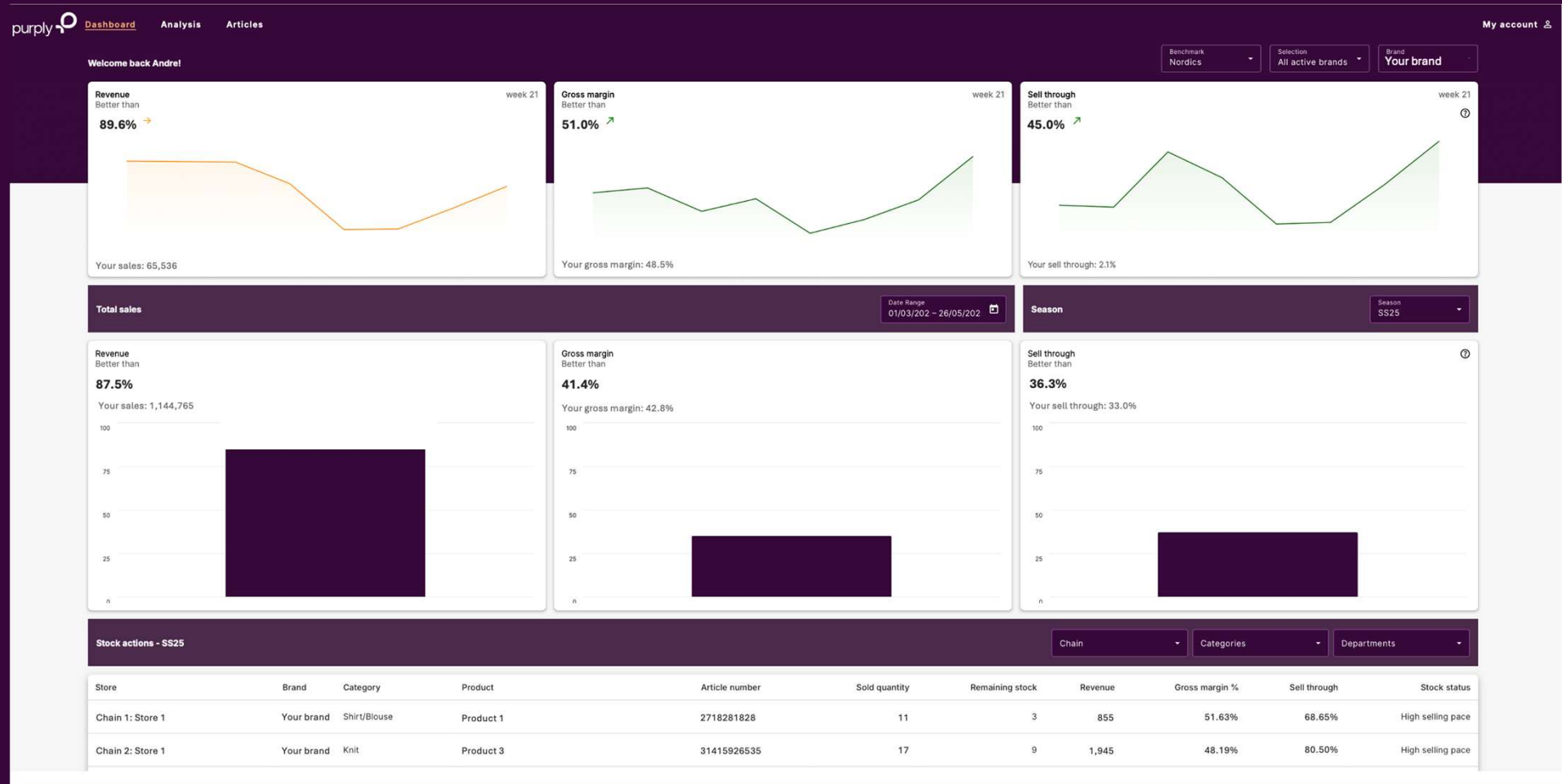
- Purply Retail
- Purply Sales Report
- Market Intelligence



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.



Purply Retail

Purply Retail – Trend analysis view



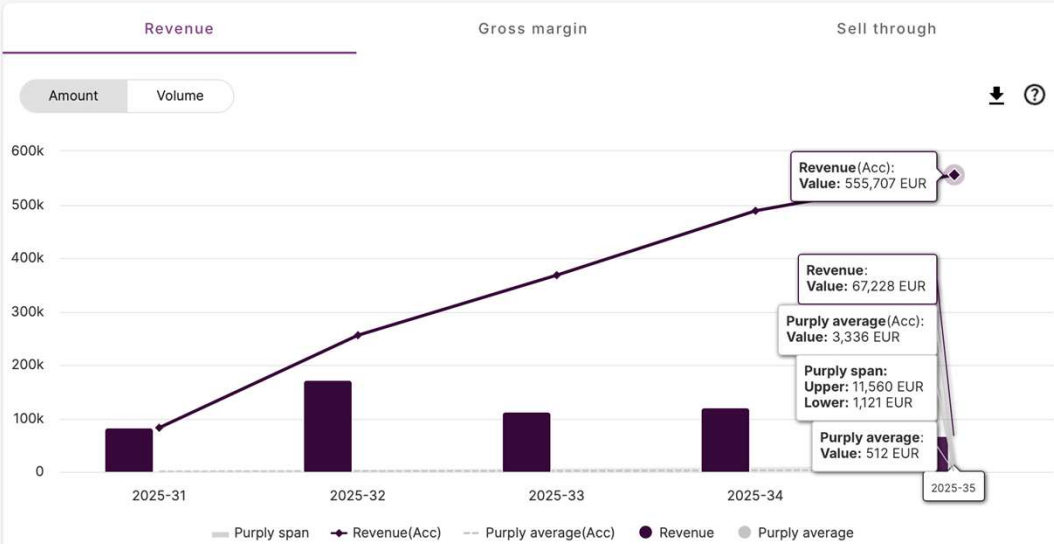
Dashboard

Analysis

Articles

My account

Trend analysis



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

Update filter

Chain Aerly & Layer, Amazingseven, ...

Clear filter



Articles

Filter articles

Brands

Your brand

Country

Nordics

Collection

SS25

From

01/05/2025

Chain

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

Department

Man

To

26/05/2025

Store

Categories

Sneakers

Price filter

Sales price

Original price

Min value

0

Max value

50000

Update filter

Clear filter

Hide 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.



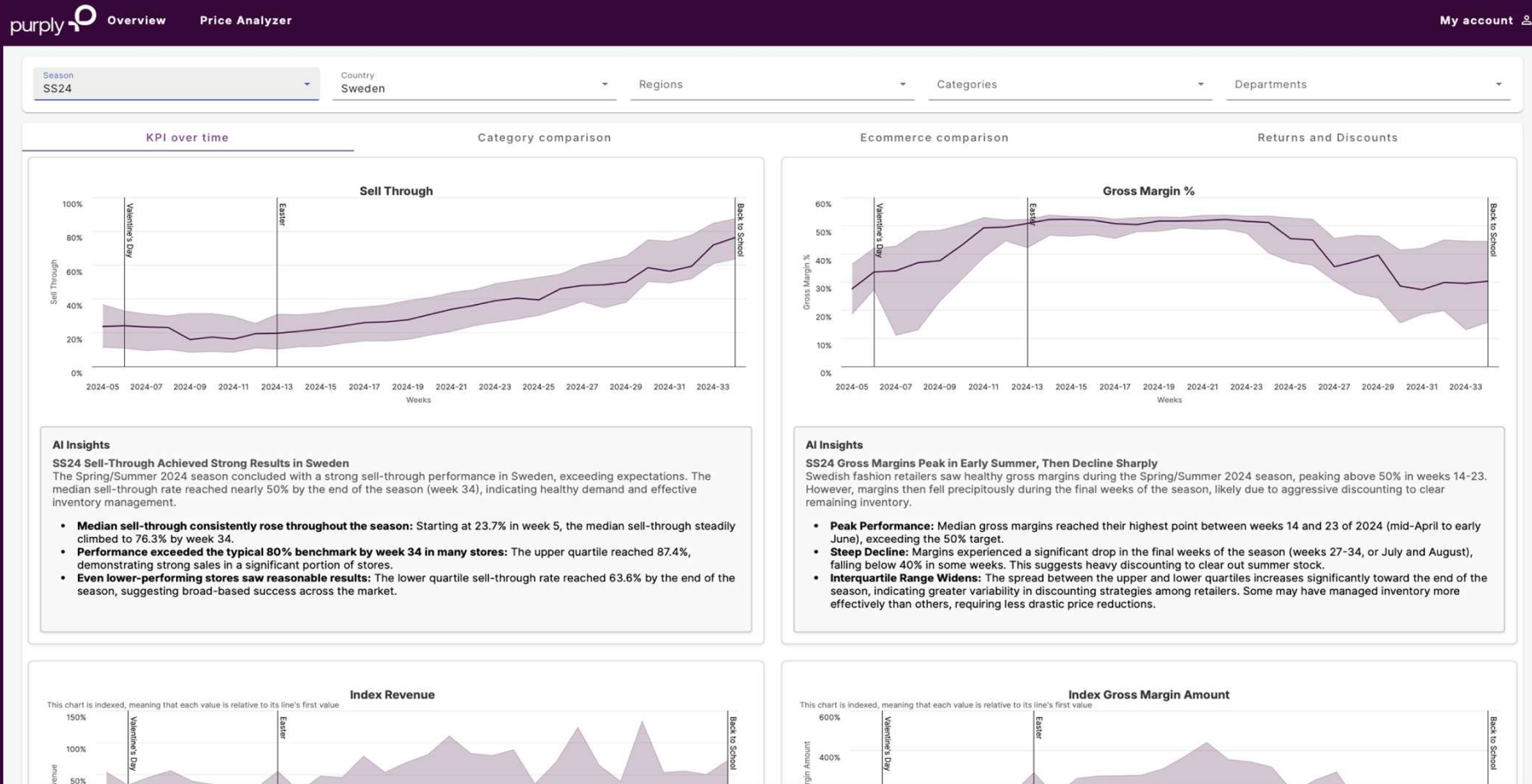
Sales report - Your brand

My account

From 18/03/2025		To 27/05/2025		Chain Chain 1, Chain 2 ...		Categories		Department				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
>	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

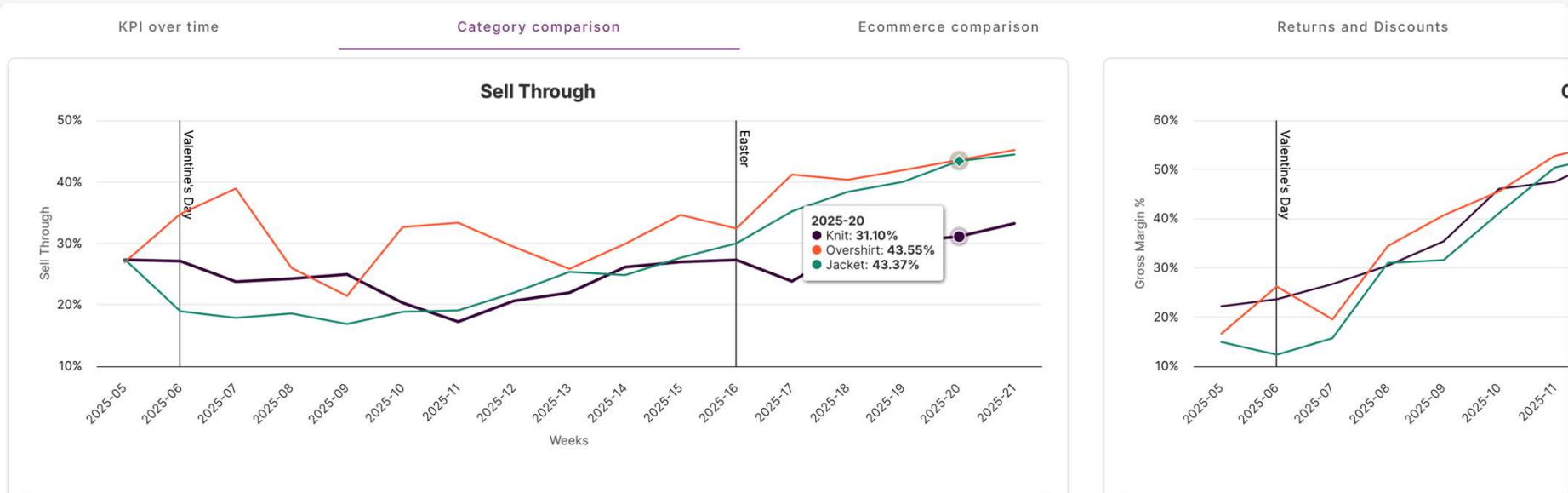
Season
SS25

Country
Sweden

Regions

Categories
Jacket, Knit, Overshirt

Departments
Man



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

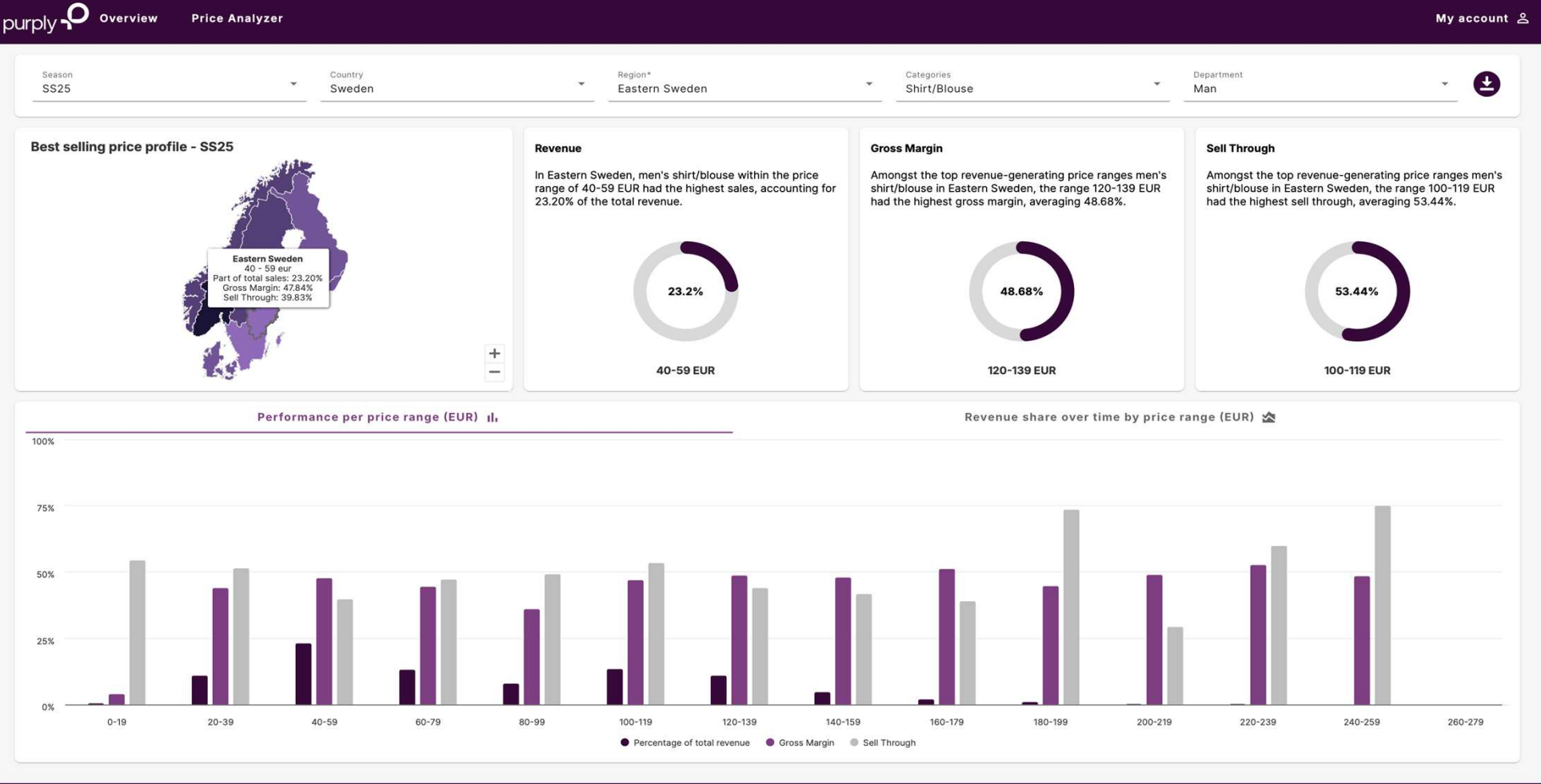
Gross margins for Jackets, Knits, and Overshirts in Sweden season so far. While early weeks showed lower margins, like now boast margins above 50%.

- Positive Momentum:** All three categories show a strong upward trend in gross margins.
- Overshirts Lead:** Overshirts recovered quickly from a dip in week 7 and now lead the categories.

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