



A Purplyte's Guide to Success

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1. Who we are

Who are we?

Purplyte - noun

pur-ple-lyte | \ 'pər-pəl-,līt' \

Definition of Purplyte

1: one who resonates with the key values of Purple

2: one who works at Purple

3: one who preaches the gospel of Indoor Location Services



Welcome

When I set up Purple in 2012, I wanted to do 2 things. To build an amazing culture & to build a business that overachieves on its potential. In that order.

Businesses can and are successful without having a good culture. But rarely, if ever, do they break beyond their own barriers without it. If you're like me, you read your fair share of business books. And these books are littered with tales of businesses that were in the right place, at the right time, but they blew their chance because of a toxic culture.

It's probably a bit of a cliché that we spend more time with our colleagues than we do with our friends and family, but it is true nevertheless. I want to enjoy my time at work, and enjoy my time working with my colleagues. So it is fundamental that we have the right people in Purple who share our values.

In this guide, you'll find out what it means to be a Purplyte, how you will be supported and how to make sure your time with us is successful.



Gavin
CEO

Gavin





2. What we believe Values

Values: Introduction

Back in 2019, we were probably like 99% of other companies when it came to values. We had some values that we had arrived at, at some indeterminate stage in the past, and other than being plastered on the walls of the office and screensavers, they didn't really mean anything.

Things changed when we got every Purplyte in the business to help us surface what values were really important to Purple. We did this through a session at Global Kick Off called Mission to Mars.

During that session, through looking at which Purplytes we would have faith in to set up Purple on another planet, and the values that they demonstrated on a day to day basis that we admired, we were able to really understand what behaviour we valued.

Since then, because our values truly reflect the company we are, they have been central to everything we do and act as a guide to our decision making every day.



Jenny Wren
VP Talent & Culture

Jenny



Values

Make it happen

Playful & Positive

We're in it together

No bullshit, no politics

Know your stuff, keep learning

No drama

With great data, comes great responsibility



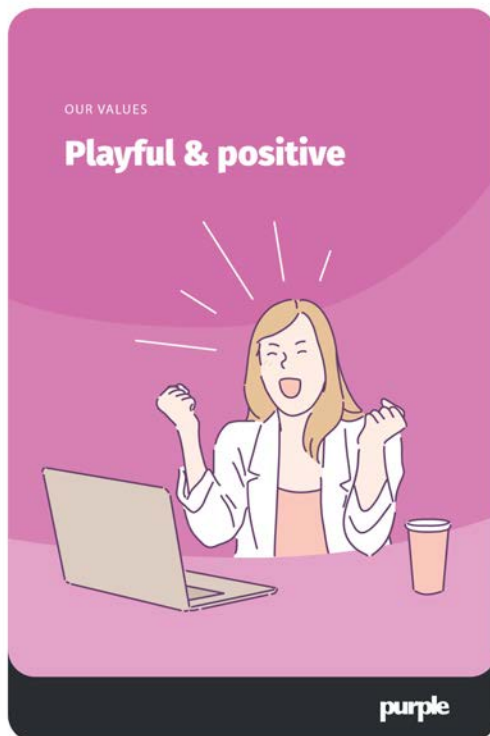
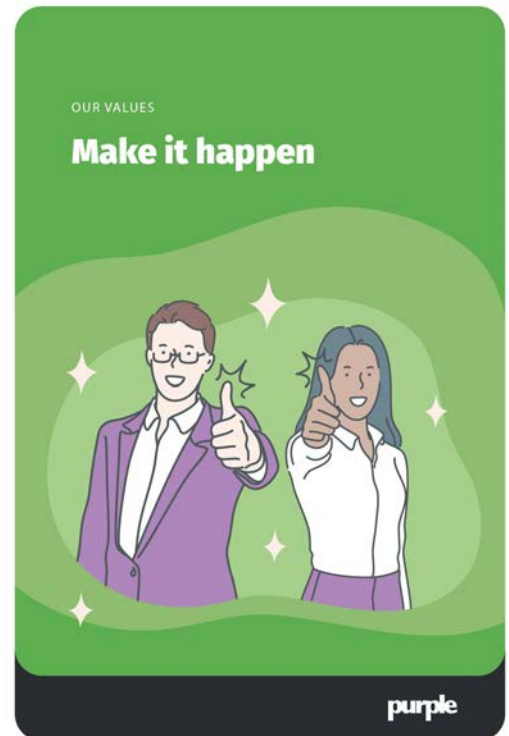
Make it happen

Regardless of what obstacles or challenges we encounter, we are committed, hardworking, resilient and reliable. We find the solution and we get shit done.

We own things and get them done whatever it takes.

Key Behaviours

- We focus on output over input
- We follow through on our promises
- We take off our departmental hats



Playful & positive

We're passionate about what we do and we don't take ourselves too seriously; we're funny, energetic and we like smiling.

Life's too short to take things too seriously, we like to have fun while we're working and we love positivity - and yes the glass is half full.

Key Behaviours

- We don't take ourselves too seriously
- We react positively to challenges
- We have fun wherever possible

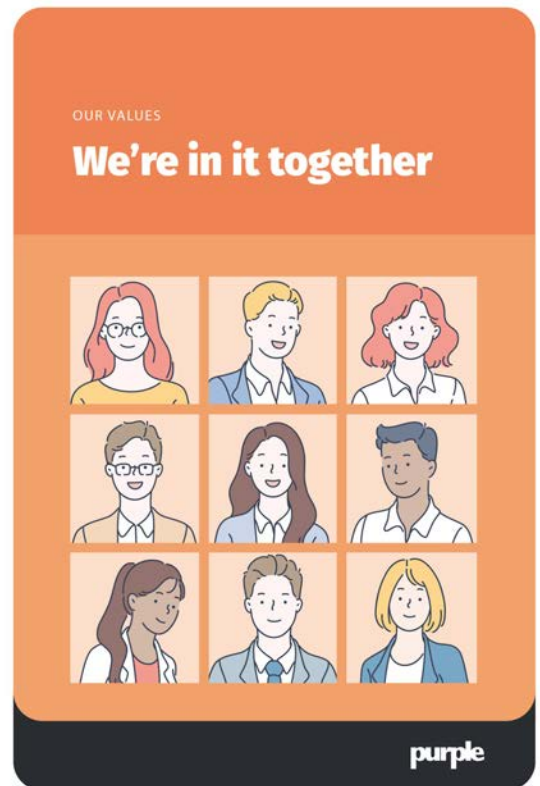
We're in it together

The team is more important than the individual; we're approachable and we support one another for the greater good.

We all have our day jobs to do, our KPI's to hit and projects to complete but we're always available to help for the greater good of the business.

Key Behaviours

- We treat each other with respect
- We support each other
- We build cross functional teams



No bullshit, no politics

We are honest and trustworthy and we do not have agendas; we tell the truth and we treat each other respectfully.

Seriously! We want to enjoy coming to work and that stuff doesn't make it pleasant.

Key Behaviours

- We are honest with each other
- We embrace productive conflict
- We provide candid and constructive feedback

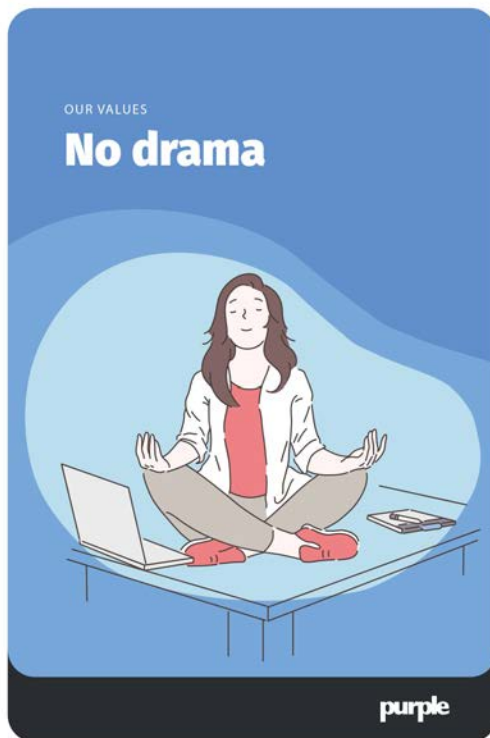
Know your stuff, keep learning

As A-Players, we know that we don't know everything. We solve problems creatively and innovatively, and our curiosity drives us to continuous personal improvement.

We value people who have knowledge and have a thirst for more, lots of it.

Key Behaviours

- We strive to constantly improve our skills
- We learn from our mistakes
- We respond positively to feedback



No drama

When things get tough, we remain calm. By staying relaxed and not overreacting we know we will find the best solution.

Things don't always go right as much as we try, having a hissy fit over it won't help the situation and you won't find that here.

Key Behaviours

- We are confident in making decisions
- We stay calm when things go wrong
- We look for solutions, not for someone to blame

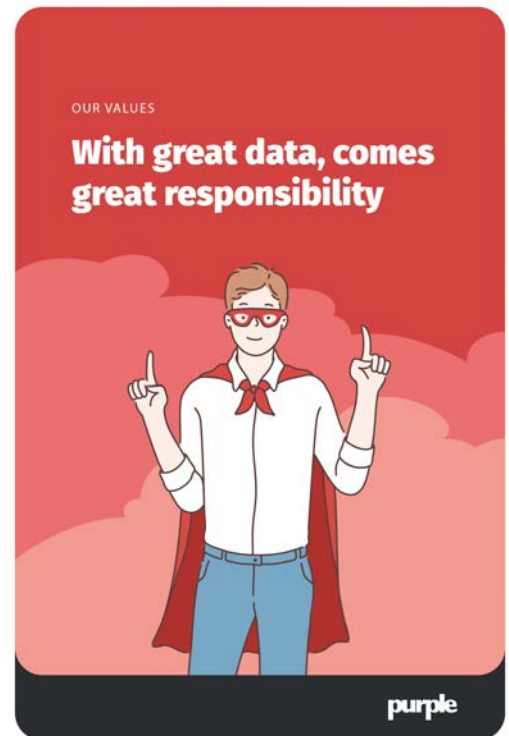
With great data, comes great responsibility

We take the management and security of the information we hold seriously; we follow policies and processes to protect Purple, our customers and their end users.

Personal data is a big thing, particularly when you are the custodian of a lot of it, we take that very seriously.

Key Behaviours

- We follow all data security and privacy guidelines
- We call out risks to our data
- We treat all data with respect



Values Champion

What is a Values Champion?

Every month, one Purplyte is chosen from our ranks and awarded the trophy based on how they have demonstrated commitment to the values through their actions.

How is a Values Champion chosen?

[Anyone can be nominated as a Value champion through this form.](#) At Town Hall, the rest of the company will vote to choose our monthly champion.

What happens when I win Values Champion?

The Values Champion each month is celebrated throughout Purple and receives an Amazon voucher worth £100 as a reward.



3. What we do

Purpose
Ways of working

Purpose

Improving the way **people** connect in complex spaces

Our purpose, the reason we work each hour and tap each key on our keyboard is to try and bring the smarts of the online world into physical spaces, and by doing so, make it a more pleasurable experience for the people in it.

The world and the many buildings and spaces in it are complex and for the people, patients, passengers, staff, diners, travelers and the many users in their different modes it can be a place of friction, stress and anxiety.

Our platform will connect people with these spaces by removing the friction, stress and anxiety and in doing so will help our customers grow.

BHAG (Big Hairy Audacious Goal)

1 billion connections by 2030

BHAG (pronounced bee-hag) is a long-term goal, guided by our core values and purpose. It should be a challenge that is so audacious, outside-the-box, and hairy that it might feel as if we'd never achieve it. Progress towards our BHAG will keep us moving forward and motivated to achieve our Purpose



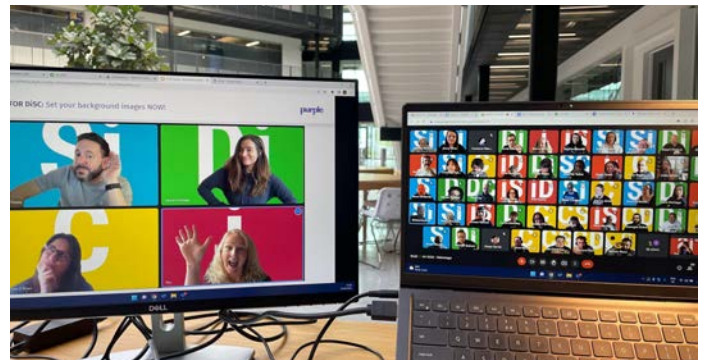
Annual Events

Global Kick Off (GKO)

At the start of each financial year in February, we hold an event called Global Kick Off, where all Purplytes come together for updates, planning and social activities.

The purpose of GKO is to ensure that the whole of Purple understands our goals for the upcoming 12 months.

We ask everyone to attend GKO to ensure we are all aligned for the year ahead.

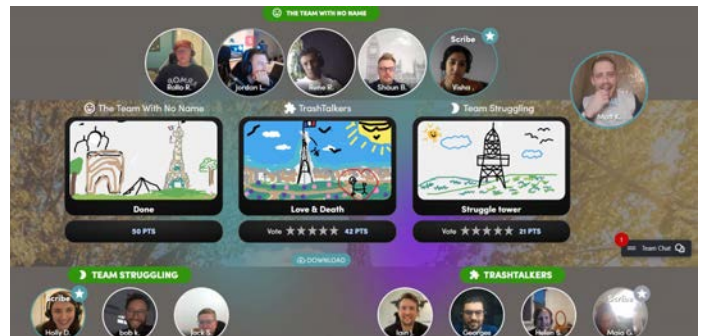


UltraViolet (UV)

Once a year, at the halfway point in the financial year, we hold UltraViolet.

The purpose of UltraViolet is to give us all time to focus on the personal and cultural, and is a mix of team building and personal development so we can get to know each other better and continuously improve as individuals and as a business.

We ask everyone to attend UV to build relationships with colleagues across the globe, continue our personal development and keep our amazing culture alive.



Themes

Annual Theme

Each year, we choose a theme that will run throughout the financial year that helps us navigate where our focus should be.

The 2023 annual theme was *from Good to Great*, celebrating what we do really well, building on that and focusing on continuous improvement to be even better.

Our theme for 2024 is *The Year of the Customer*, focused on how we can become even more customer centric and drive net revenue retention towards 120%.



Quarterly Theme

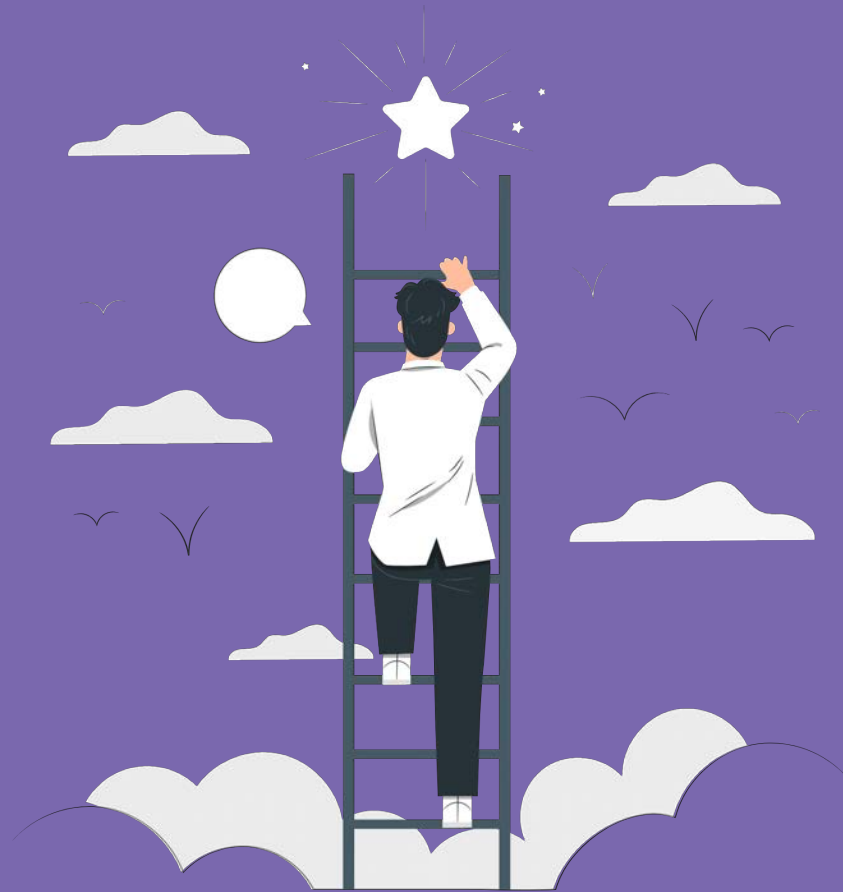
We also have a theme each quarter, which is created and managed by our Theme Team. These tend to link to the annual theme, but can also be independent of this.

Quarterly themes involve all Purplytes taking part - and there are prizes and awards to celebrate!

The Q1 theme for 2024 is called 'Be our Guest', and we are challenging all Purplytes to get out into the world and test out wifi and wayfinding solutions as an end user.

Q1 Theme: Getting to know you





4. Where we want to be Future

Our cultural evolution

As we grow as a global, remote-first business, it's really important to me that we build a truly inclusive culture where everyone can bring their whole selves to work every day.

We'll actively look to increase diversity and build cultural understanding across the business so we can all collaborate, bringing a wide range of ideas and experiences together.

We'll continue to celebrate our values and our awesome Purplytes all over the world, creating opportunities to have fun together and build strong relationships.

In the future we will continue to provide greater freedom and autonomy. Policies and controls will be simplified or removed, as we lead the business through context, not control.

As we increase our talent density through recruiting and developing A players, we'll have a culture of constructive, candid feedback to give everyone the opportunity to perform at our best.

I'm looking forward to working with you all to continue to make Purple a brilliant place to work!

Esther



Esther
SVP Talent & Culture

Contact Purple

Visit: www.purple.ai
Email: info@purple.ai

