



Our Culture Deck

Improving the way people connect
in the real world

purple.ai

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01

Who are we?

What makes a Purplyte?



Purplyte – noun



**pur-ple-lyte | \ 'pər-pəl-ˌlīt' **

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 connecting people
in the real world**

Welcome to Purple



At Purple, we believe connectivity should be seamless, secure, and effortless. Every day, millions of people move through the world, expecting instant access to WiFi and a seamless navigation experience. That's where we come in.

We're not just another tech company—we're building a global network that connects people wherever they go, making their digital experiences frictionless while delivering real value to the businesses that serve them. Whether it's enabling secure, one-click WiFi access, providing actionable insights to venues, or driving monetisation opportunities, everything we do is built around making connections work better for everyone.

At our core, we are a team of bold thinkers, problem-solvers, and innovators who move fast and take ownership. We trust each other to deliver, we challenge each other to be better, and we hold ourselves accountable for the impact we create. There's no room for bureaucracy or endless meetings—we make decisions, execute quickly, and focus on results.

Being part of Purple means being part of something bigger. You'll contribute to a platform that's changing the way people connect, giving businesses smarter ways to engage with their customers, and pushing the boundaries of what's possible in digital connectivity.

If you thrive in an environment that values action over talk, teamwork over ego, and innovation over complacency, you're in the right place.

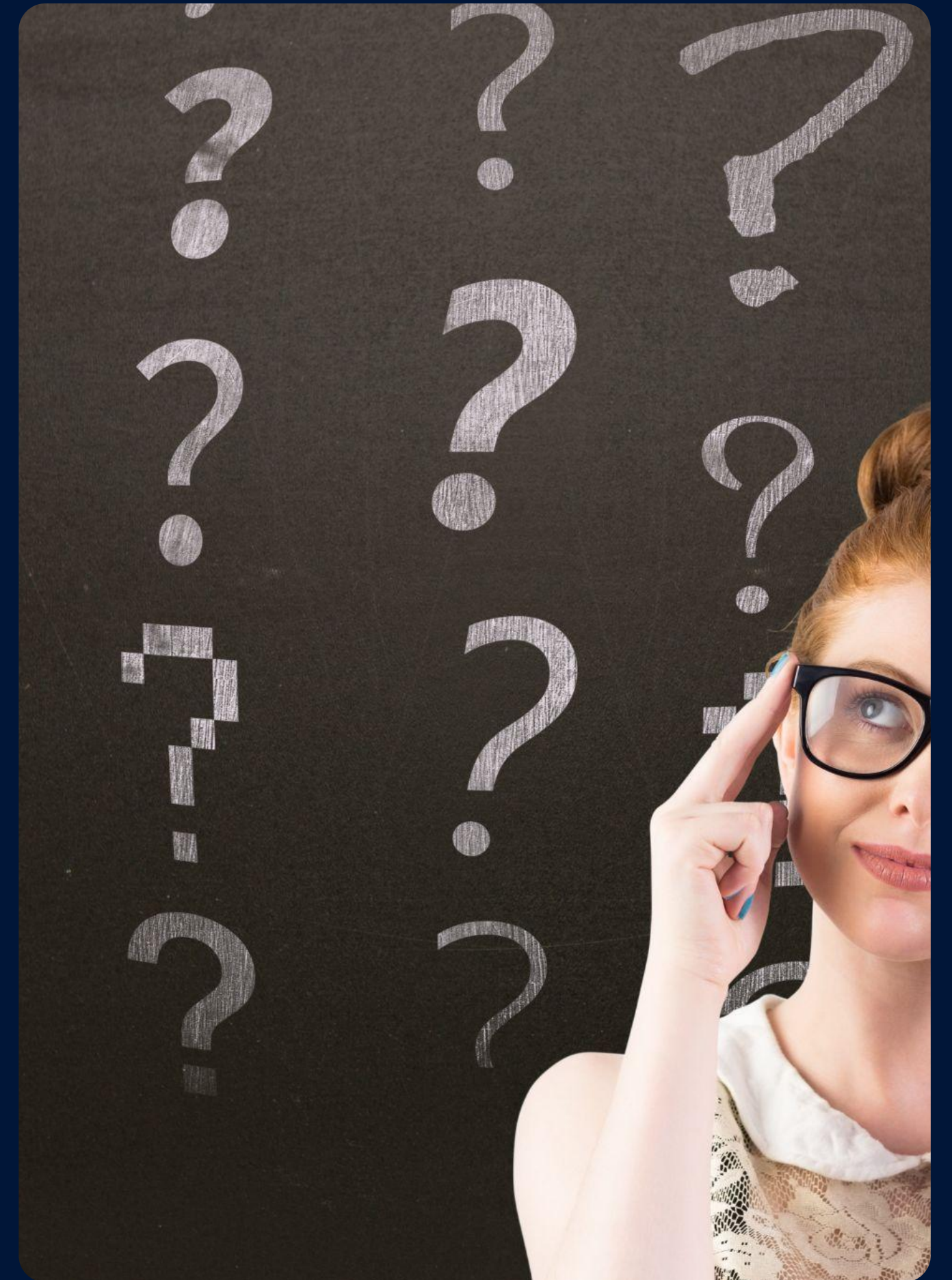
Welcome to Purple. Let's make an impact.

Gavin Wheeldon - CEO



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What we believe





**We're proud to be a
B Corp**

**That means we're
committed to using our
business as a force for
good in the world**



**GEN B LEADS
THE WAY.**

B CORP MONTH



What does it mean to be a B Corp?



We offer everyone 4 paid volunteering days each year



We promote ethical and sustainable practices in our supply chain



We're constantly reducing emissions and our environmental impact



We build accessibility & customer feedback into our product design



We're committed to openness and transparency



We offer preferential pricing for charities and not-for-profit customers

Our values



Back in the early days at Purple, we were probably like most other companies when it came to values. We had some values that we had arrived at, they sounded pretty good so we put them on posters on the office walls and computer screensavers but apart from that, they didn't really mean anything and people didn't resonate with them.

We want to have the best culture here at Purple so something needed to change! We decided that in order to surface what values were really important to Purple, we needed to start with our Purplytes to help us to describe and define our culture.

We asked our Purplytes to work together during a session at GKO, called "Mission to Mars", and think about if we were to start Purple again, on another planet, who would we send on that mission.

During that session, through looking at which Purplytes we would send in that rocket, and digging into the the values that they demonstrated on a day to day basis that we admired, we were able to really understand what behaviours we valued collectively and from that our values were born and we have lived by these since 2019.

Of course, if we're looking to keep evolving our culture and values, it made sense to come back to our Purplytes to do that together again and we did that as recently as February 2025. From that session, we made some tweaks to our value definitions to ensure they were still valid and came up with a new value that reflects who we are and where we are going!

Our values truly reflect the company we are, and the people we have at Purple, they are central to everything we do and act as a guide to our decision making every day.

Jenny Wren – VP Talent & Culture



Our values



Make it Happen



Playful and Positive



In it Together



No Bullshit, No Politics



Know Your Stuff, Keep Learning



No Drama



Raise the Bar

Our values



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 and understand that “done” is better than perfect.

Key Behaviours

- We focus on outcomes over input
- We follow through on our promises
- We work as one team, regardless of our individual department

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. We're resilient when things don't go the way we planned and the glass is always (at least) half full.

Key Behaviours

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

Our values



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 OKRs to hit and projects to complete but we're always available to help for the greater good of the business. We know when to combine our skills to maximise efficiency, and when to question if we're the right person to support rather than being helpful for the sake of it.

Key Behaviours

- We treat each other with respect
- We challenge and support each other
- We build cross functional teams with the right skills to get the right outcome

No bullshit, no politics

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

We are honest and trustworthy and we do not have agendas; we tell the truth and we treat each other respectfully. We hold each other accountable and give feedback directly.

Key Behaviours

- We are honest with each other
- We embrace productive conflict
- We provide candid and constructive feedback
- We openly admit mistakes to learn and grow

Our values



Know your stuff, keep learning

As A-Players, we know that we don't know everything. We seek out ways to solve problems creatively and innovatively. We don't accept complacency and our curiosity drives us to strive for continuous personal growth.

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

Key Behaviours

- We strive to constantly improve our skills and knowledge
- We learn from our mistakes
- We respond positively to feedback
- We seek out creative solutions

No drama

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

Things don't always go right, having a hissy fit over it won't help the situation. We are pragmatic with our approach, we adapt our thinking and ask for help if we need it.

Key Behaviours

- We are confident in making decisions
- We stay calm when things go wrong
- We look for solutions, not for someone to blame
- We take the initiative and ask for help if we need it

Our values

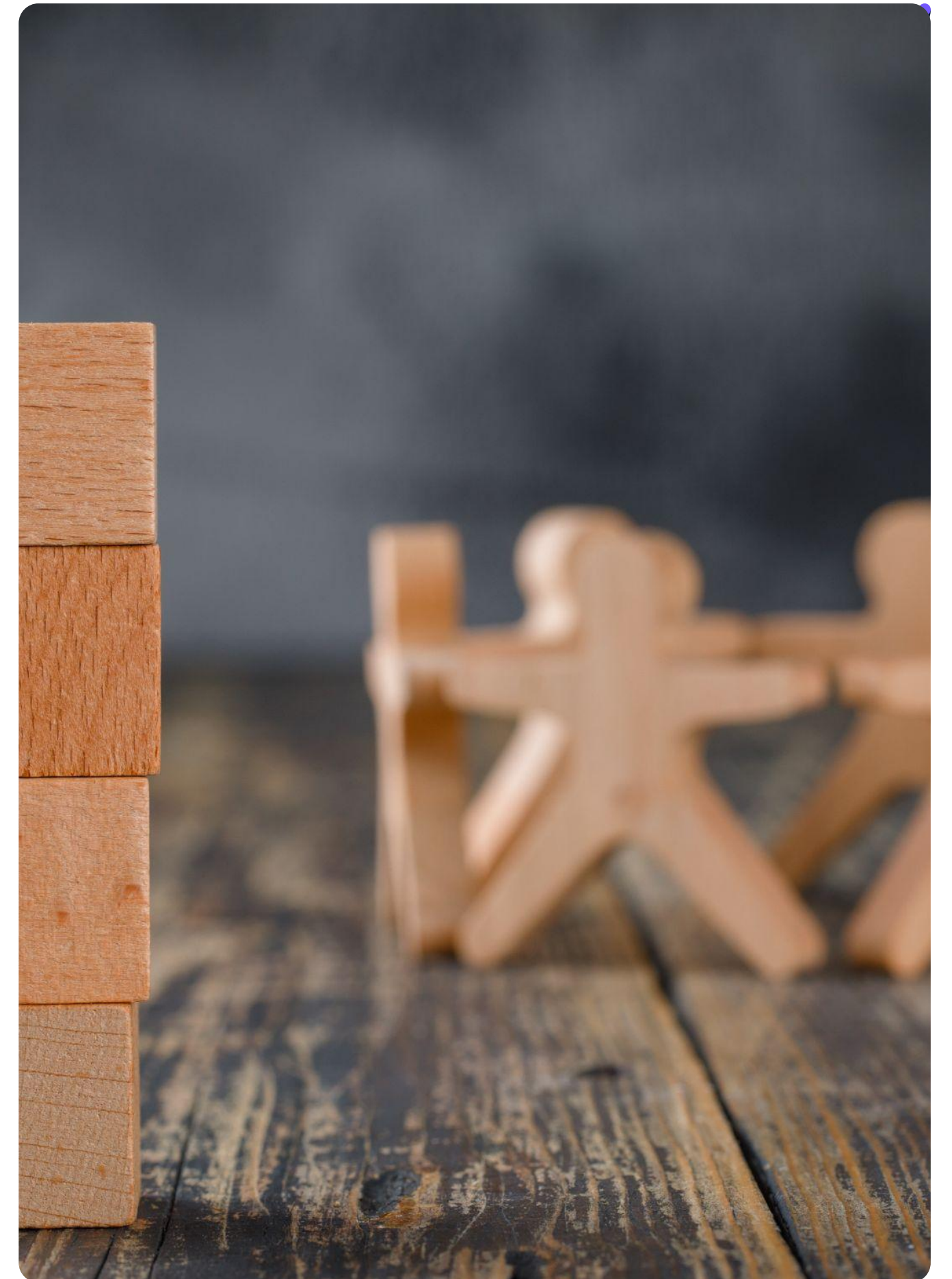
Raise the bar

At Purple we have a "go-big" mentality, fueled by curiosity, innovation, and a commitment to constantly raising the bar.

We're a high performing sports team: we want to win, so we aim high, take calculated risks, and push the boundaries of what's possible.

Key Behaviours

- We move fast, prioritize action and make bold decisions
- We learn from mistakes and iterate quickly
- We challenge the norm to drive innovation
- We achieve exceptional outcomes



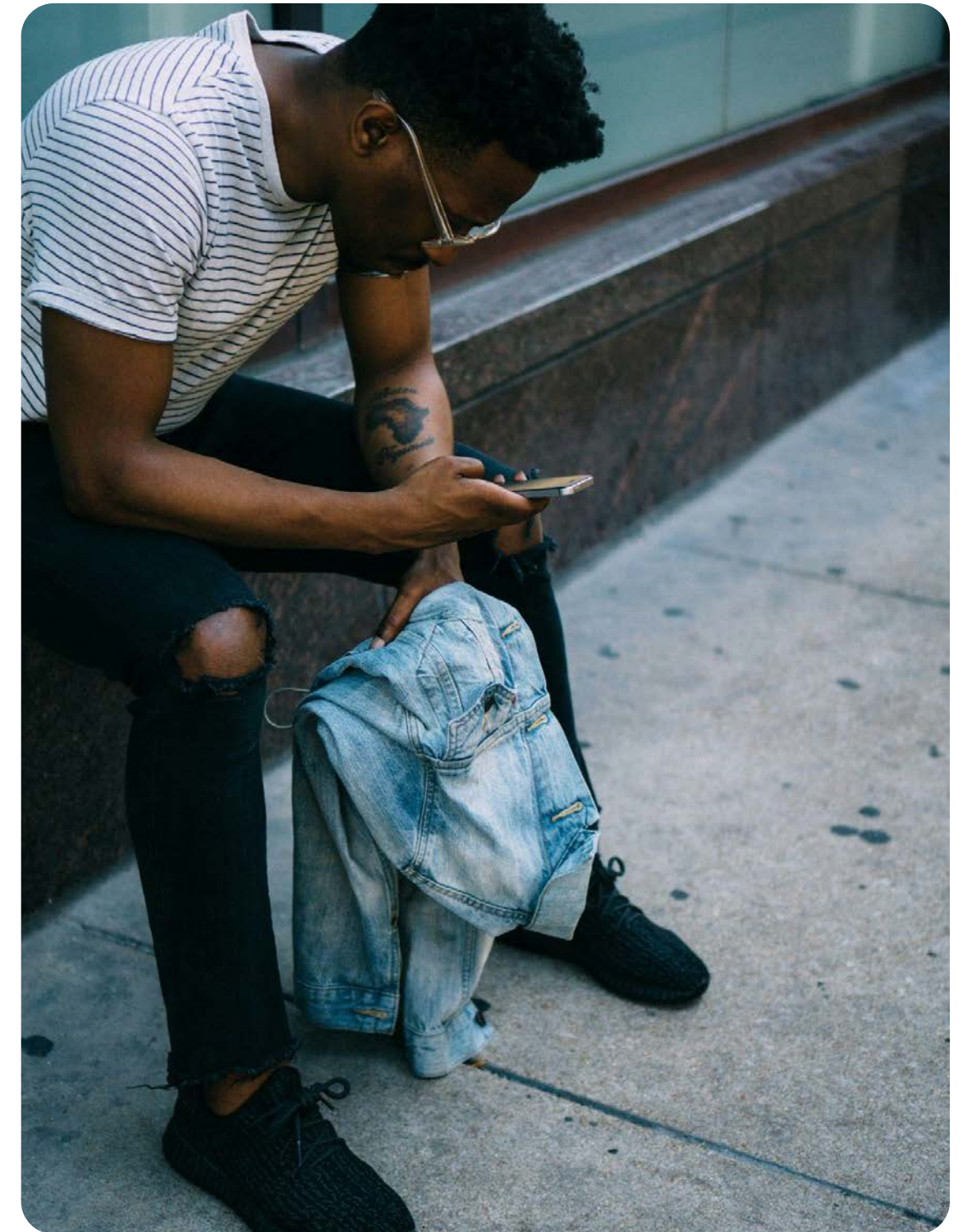
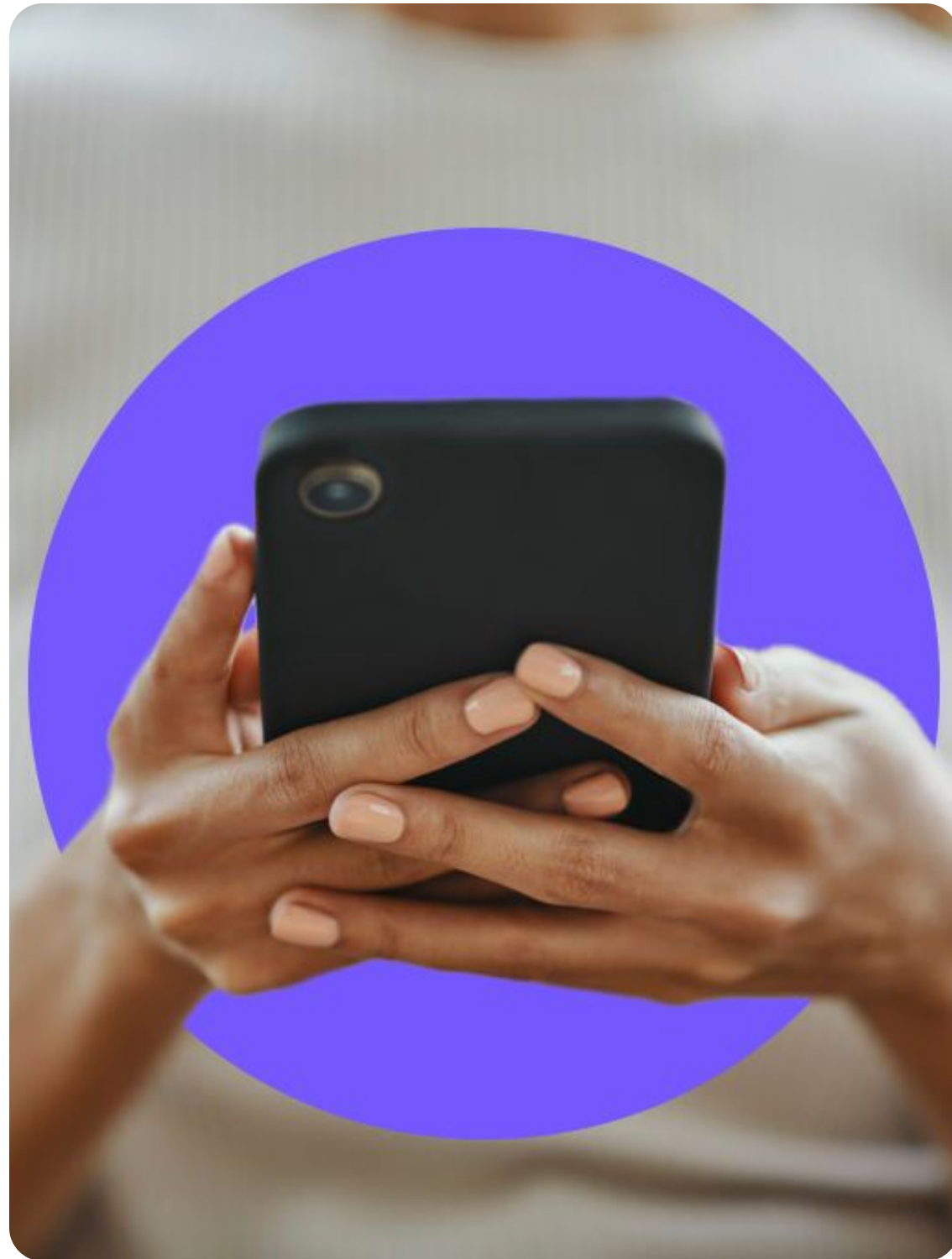
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What we do

Our purpose and vision



Our purpose



Improving the way people connect in the real world

Our BHAG: 1 billion connections in 2030



BHAG (pronounced bee-hag), or **Big Hairy Audacious Goal**, 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



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How we work together



Ways of working



Flexibility

As a remote first business, we are able to integrate our personal lives and work lives, in a way that works for you and for your role. We don't need strict working hours and we encourage flexibility where it makes sense for your role and your team.

We trust our people to be committed to deliver on their objectives, so it's really important that you're disciplined and take breaks during the day.

At Purple we'll encourage you to plan, prioritise and manage your time to ensure you're able to work productively.



Meeting Rhythms

To stay connected, aligned and efficient, we have a structured meeting cadence, with regular team stand ups, weekly/monthly team meetings and company-wide town halls.

We prioritise customer and partner interactions over internal discussions and we balance this with structured focus time for you to minimise distractions when you need to concentrate.



Accountability & Performance

We work with freedom and autonomy. We're here to move fast, make smart decisions, and win as a team.

We operate in a high-trust, high-accountability environment & delivering results matters. If you're struggling, we'll support you. But if you can't meet expectations, this might not be the right place for you and we'll be honest with each other about that.

Getting together to reflect and plan



Quarterly Planning

At Purple we hold quarterly planning meetings every 3 months. This allows us to reflect on the last quarter and plan for the future.

Quarterly planning begins with the Exec, and key priorities are cascaded to the Leadership Team to give direction and focus for the next quarter.

Planning meetings are in person where possible to make sure we stay connected and build strong relationships.



Quarterly Themes

Through the year we have company-wide Quarterly themes, to help focus everyone at Purple around a common goal.

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

For example, the Q1 theme for 2025 focused on our Purple ConneX app, asking Purplytes to crowdsource WiFi networks and get them added into the ConneX app, as well as giving feedback on the user experience.



Annual events



Global Kick Off (GKO)

At the start of each financial year in February, we hold our Global Kick Off, where all Purplytes come together for strategy 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 so we are all aligned for the year ahead.



UltraViolet (UV)

UltraViolet takes place every year to give us all time to focus on maintaining and evolving our culture. It's 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.

At UV we build relationships with colleagues across the globe, continue our personal development and keep our amazing culture alive.

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Where we want to be



Our cultural evolution



In our global, remote-first business, it's really important to me that we build a truly inclusive culture where everyone can bring their best self to work every day.

We recently introduced our new value, Raise the Bar, and now is the time to be challenging ourselves and our co-workers to aim high, to question the norm and push the boundaries so we can achieve exceptional outcomes together.

We will continue to provide freedom and autonomy for our people. 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 Park – SVP Talent & Culture

