

PURPLE INNOVATION, INC.
ANNUAL MEETING OF STOCKHOLDERS
JUNE 16, 2023, 11:30 A.M. MOUNTAIN TIME
THIS PROXY IS SOLICITED ON BEHALF OF THE BOARD OF DIRECTORS

The undersigned appoints Bennett Nussbaum and Casey K. McGarvey, and each of them, as proxies, each with the power to appoint his substitute, and authorizes each of them to represent and to vote, as designated below, all of the shares of common stock of PURPLE INNOVATION, INC. held of record by the undersigned at the close of business on May 2, 2023 at the Annual Meeting of Stockholders of PURPLE INNOVATION, INC. to be held on June 16, 2023 at 11:30 a.m., Mountain Time. This year's meeting will be conducted exclusively via a live audio webcast. In order to attend and vote at the Annual Meeting, you must register in advance at <https://register.proxypush.com/PRPL> prior to the deadline of June 14, 2023 at 5:00 p.m. Eastern Time. Once you have registered to attend, you will receive further instructions via email, including your unique URL link that will allow you access to the Annual Meeting and will permit you to submit questions. The meeting webcast will begin promptly at 11:30 a.m. Mountain Time. Online check-in will begin approximately 15 minutes before then and we encourage you to allow ample time for check-in procedures.

THIS PROXY WHEN PROPERLY EXECUTED WILL BE VOTED AS INDICATED. IF NO CONTRARY INDICATION IS MADE, THE PROXY WILL BE VOTED IN FAVOR OF PROPOSAL 1, PROPOSAL 2, PROPOSAL 3, AND PROPOSAL 4, AND IN ACCORDANCE WITH THE JUDGEMENT OF THE PERSONS NAMED AS PROXY HEREIN ON ANY OTHER MATTERS THAT MAY PROPERLY COME BEFORE THE ANNUAL MEETING. THIS PROXY IS SOLICITED ON BEHALF OF THE BOARD OF DIRECTORS.

THE BOARD OF DIRECTORS RECOMMENDS A VOTE
“FOR” ALL DIRECTOR NOMINEES IDENTIFIED IN PROPOSAL 1 AND “FOR” PROPOSAL 2, PROPOSAL 3, AND PROPOSAL 4.

PLEASE SIGN, DATE AND RETURN PROMPTLY IN THE ENCLOSED ENVELOPE.

PLEASE MARK YOUR VOTE IN BLUE OR BLACK INK AS SHOWN HERE ☒

1. Election of Directors

	FOR	AGAINST	ABSTAIN
01. S. Hoby Darling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
02. Robert T. DeMartini	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
03. Gary T. DiCamillo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
04. Adam L. Gray	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
05. Claudia Hollingsworth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06. R. Carter Pate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07. D. Scott Peterson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
08. Erika Serow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Approve, on an advisory basis, the compensation of the Company's Named Executive Officers as set forth in our Proxy Statement.

☐ For ☐ Against ☐ Abstain

3. Approve the Company's Amended and Restated 2017 Equity Incentive Plan.

☐ For ☐ Against ☐ Abstain

4. Ratification of the appointment of BDO USA, LLP as our independent registered public accounting firm to audit our financial statements for the year ending December 31, 2023.

☐ For ☐ Against ☐ Abstain

THIS PROXY, WHEN PROPERLY EXECUTED, WILL BE VOTED AS DIRECTED OR, IF EXECUTED BUT NO DIRECTION IS GIVEN, WILL BE VOTED “FOR” ALL DIRECTOR NOMINEES IDENTIFIED IN PROPOSAL 1 AND “FOR” PROPOSALS 2, 3 AND 4 LISTED ABOVE.

Please check this box if you plan to attend the Annual Meeting via the live video webcast. ☐

DATE: _____, 2023

Signature

Signature

Note: Please sign exactly as your name or names appear on this proxy. When shares are held jointly, each holder should sign. When signing as executor, administrator, attorney, trustee or guardian, please give full title as such. If the signer is a corporation, please sign the full corporate name by duly authorized officer, giving full title as such. If the signer is a partnership, please sign in partnership name by an authorized person.

Please Date, Sign and Return TODAY in the Enclosed Envelope. No Postage Required if Mailed in the United States.


**Do not discard. This is your Proxy Card for voting.
See reverse side.**



**Important Notice Regarding the Availability of Proxy Materials
for the Annual Meeting of Stockholders To Be
Held on June 16, 2023**

**The proxy statement and Form 10-K as amended are available at
<https://annualgeneralmeetings.com/prpl2023>**

Voting Instructions

You may vote your proxy in the following ways:

 **Via Internet:**

-  Login to <https://annualgeneralmeetings.com/prpl2023>
-  Enter your control number (12 digit number located below)

 **Via Mail:**

Pacific Stock Transfer Company
c/o Proxy Department
6725 Via Austi Parkway, Suite 300
Las Vegas, NV 89119

CONTROL NUMBER

You may vote by Internet 24 hours a day, 7 days a week. Internet voting is available through 11:59 p.m., Mountain Time, on June 15, 2023.

Your Internet vote authorizes the named proxies to vote in the same manner as if you marked, signed and returned your proxy card.

If you vote by mail, your vote must be received in sufficient time before the annual meeting.