

PURPLE INNOVATION, INC.
SPECIAL MEETING OF STOCKHOLDERS
OCTOBER 15, 2024, 10:00 A.M. MOUNTAIN TIME

THIS PROXY IS SOLICITED ON BEHALF OF THE BOARD OF DIRECTORS

The undersigned appoints Todd Vogensen and Tricia McDermott, and each of them, as proxies, each with the power to appoint their 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 August 20, 2024 at the Special Meeting of Stockholders of PURPLE INNOVATION, INC. to be held on October 15, 2024 at 10:00 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 Special Meeting, you must register in advance at <https://register.proxypush.com/PRPL> prior to the deadline of October 13, 2024 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 Special Meeting and will permit you to submit questions. The meeting webcast will begin promptly at 10:00 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 NO. 1, PROPOSAL NO. 2 AND, IF PRESENTED AT THE SPECIAL MEETING, PROPOSAL NO. 3. THIS PROXY IS SOLICITED ON BEHALF OF THE BOARD OF DIRECTORS.

THE BOARD OF DIRECTORS RECOMMENDS A VOTE
“FOR” PROPOSAL NO. 1, PROPOSAL NO. 2 AND PROPOSAL NO. 3.

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

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

1. Approve an amendment to Purple Innovation, Inc.'s Second Amended and Restated Certificate of Incorporation, to prohibit certain acquisitions of shares of our common stock in order to protect the tax benefits of our approximately \$238 million of net operating loss carryforwards, as described in our Proxy Statement.

☐ For

☐ Against

☐ Abstain

2. Ratify Purple Innovation Inc.'s NOL Rights Plan in order to deter certain acquisitions of shares of our common stock in order to protect the tax benefits of our approximately \$238 million of net operating loss carryforwards, as described in our Proxy Statement.

☐ For

☐ Against

☐ Abstain

3. Approve the adjournment or postponement of the Special Meeting, if necessary, to continue to solicit votes for Proposals Nos. 1 and 2, as described in our Proxy Statement.

☐ 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” PROPOSAL NO. 1, PROPOSALS 2 AND, IF PRESENTED AT THE SPECIAL MEETING, PROPOSAL NO. 3 LISTED ABOVE.

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

DATE: _____, 2024

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 Special Meeting of Stockholders To Be
Held on October 15, 2024**

The proxy statement is available at
<https://annualgeneralmeetings.com/prplsp2024>

Voting Instructions

You may vote your proxy in the following ways:

 Via Internet:

-  Login to <https://annualgeneralmeetings.com/prplsp2024>
-  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

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You may vote by Internet 24 hours a day, 7 days a week. Internet voting is available through 11:59 p.m., Eastern Time, on October 14, 2024.

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.