Purple Innovation, Inc.

PRPL

Nasdaq; consumer durables; SIC 2510, Household Furniture; CIK 0001643953

E

weakest fifth of 457 graded peers in the pooled consumer gro...

rank 400 of 457; percentile 87.9; sampling error 2.3 points; lower is stronger

A B C D E

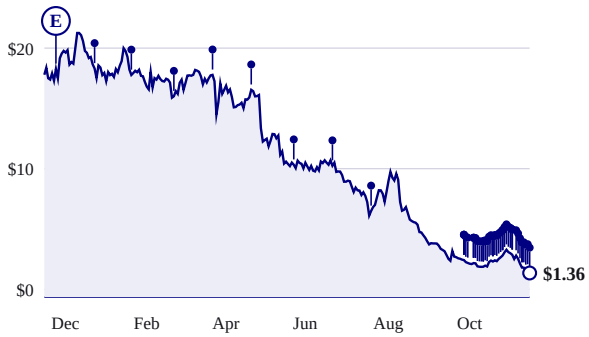
E, the bear



Scoreboard

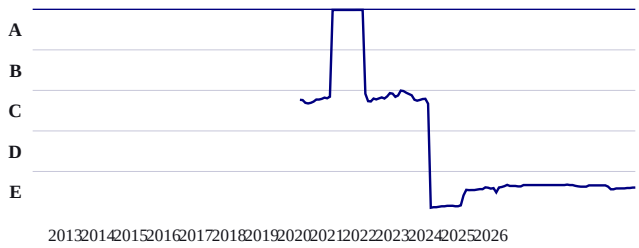
Profitability	C percentile 43.5
Solvency	D percentile 71.8
Growth and financing	E percentile 83.6
Reliability	0.87 AUC filers with $120M to $591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025
Peer failure rate	1.03% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	$120M to $591M assets total assets $296.3M
Standard universe	inside revenue above $1M and assets above $10M
Warnings	none triggered not computable: dilution, distress
Inputs computable	7 of 14
Graded from	filings received through Mar 31, 2026 228 days before the rescan; latest periodic filing 10-Q received Nov 4, 2026
Last close	$1.82 2026-11-09; market equity $0; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Mar 31, 2026

digitally-native vertical brand founded on comfort product innovation with premium offerings, and have since expanded into brick & mortar stores as a true omni-channel brand. We offer a variety of innovative, branded and premium comfort products, including mattresses, pillows, cushions, bases, sheets and more. Our products are the result of decades of innovation and investment in proprietary and patented comfort technologies and the development of our own manufacturing processes. Our proprietary Hyper-Elastic Polymer gel technology underpins many of our comfort products and provides a range of benefits that differentiate our products from our competitors.

The fourteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 43.5						
Gross profitability	63.6%	34.4%		15.9	472	2025-12-31
Return on invested capital	not computable	8.9%				

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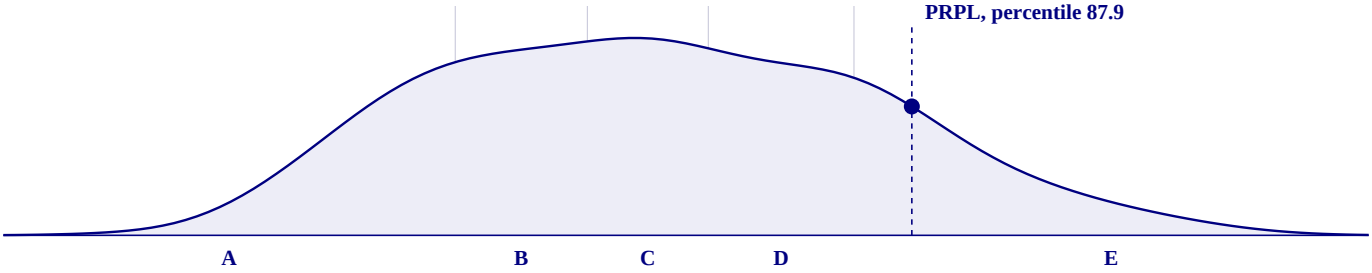
pretax income must exceed the validity floor and imply a 0%-100% tax rate						
Accruals ratio	(5.8%)	(5.1%)		46.2	520	2025-12-31
Gross margin stability, five years	2.6 pts	1.7 pts		68.3	405	2025-12-31
Solvency, sleeve percentile 71.8						
Twelve-month failure probability	not computable	0.04%				
liabilities and a nearby cover-page share count are required at 2026-09-30						
Altman Z double-prime	(7.17)	2.09		85.1	398	2025-12-31
Net debt to EBITDA	not computable	2.11x				
EBITDA must exceed $100,000						
Interest coverage	not computable	2.76x				
latest aligned inputs end 2023-12-31; latest annual assets end 2025-12-31						
Current ratio	1.35x	1.60x		58.4	540	2025-12-31
Growth and financing, sleeve percentile 83.6						
Revenue growth, three-year compound	(6.5%)	1.4%		80.3	479	2025-12-31
Free cash flow growth, three-year compound	not computable	7.0%				
current FCF must be positive and base FCF must exceed $100,000						
Reinvestment rate	not computable	22.2%				
pretax income must exceed the validity floor and imply a 0%-100% tax rate						
Asset growth, three years	(11.9%)	2.0%		86.9	482	2025-12-31
Net share issuance, one year	not computable	(0.2%)				
raw and split-adjusted prices do not align at 2018-01-31						

Among 457 peers

consumer durables; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
395	ThredUp Inc. (TDUP)	86.9	E	
396	USA Today Co., Inc. (TDAY)	87.2	E	
397	Xos, Inc. (XOS)	87.3	E	dilution
398	Citi Trends Inc. (CTRN)	87.3	E	
399	Restaurant Brands International Inc. (QSR)	87.7	E	
400	Purple Innovation, Inc. (PRPL)	87.9	E	
401	Petmed Express Inc. (PETS)	88.1	E	late filer
402	John Wiley & Sons, Inc. (WLY)	88.4	E	
403	John Wiley & Sons, Inc. (WLYB)	88.4	E	
404	Sportsman'S Warehouse Holdings, Inc. (SPWH)	88.5	E	
405	Tilly'S, Inc. (TLYS)	88.9	E	

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What the price implies

at the 2026-11-09 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(88.9%)	(1.9%)	2
Distance from 52-week high	(93.6%)	(21.9%)	2
EBIT to enterprise value	not computable	4.8%	
Free cash flow yield	not computable	4.1%	
Book value to price	not computable	0.43	
Sales to price	not computable	1.42	
Composite equity issuance, five years	not computable	(16.0%)	
Relative strength against the sector, log excess return	(2.11)	0.04	2

Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score None of 9, period end 2025-12-31	
Return on assets above zero	fail
Operating cash flow above zero	fail
Return on assets improved	pass
Operating cash flow exceeds net income	pass
Long-term leverage fell	fail
Current ratio improved	pass
No new shares issued	fail
Gross margin improved	pass
Asset turnover improved	pass
Cash, filings, liquidity	
Cash and equivalents	$28.3M
Operating cash flow, four quarters	$4.8M
Months of runway	not finite
Days since last periodic filing	10 (10-Q received Nov 4, 2026)
Median daily dollar volume, 63 sessions	$72,693

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	gross profit	us-gaap:GrossProfit	$188.6M	2025-12-31	2026-03-31	10-K	26-036974
2	assets	us-gaap:Assets	$296.3M	2025-12-31	2026-03-31	10-K	26-036974
3	operating income	us-gaap:OperatingIncomeLoss	-$43.0M	2025-12-31	2026-03-31	10-K	26-036974
4	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	-$51.3M	2025-12-31	2026-03-31	10-K	26-036974
5	income tax	us-gaap:IncomeTaxExpenseBenefit	$207,000	2025-12-31	2026-03-31	10-K	26-036974
6	total debt	us-gaap:LongTermDebt	$126.7M	2025-12-31	2026-03-31	10-K	26-036974
7	book equity	us-gaap:StockholdersEquity	-$29.7M	2025-12-31	2026-03-31	10-K	26-036974
8	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$24.3M	2025-12-31	2026-03-31	10-K	26-036974
9	total debt	us-gaap:LongTermDebt	$70.7M	2024-12-31	2025-03-14	10-K	25-023815
10	book equity	us-gaap:StockholdersEquity	$20.2M	2024-12-31	2026-03-31	10-K	26-036974
11	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$29.0M	2024-12-31	2026-03-31	10-K	26-036974
12	net income	us-gaap:NetIncomeLoss	-$51.4M	2025-12-31	2026-03-31	10-K	26-036974
13	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-$33.8M	2025-12-31	2026-03-31	10-K	26-036974
14	assets	us-gaap:Assets	$307.8M	2024-12-31	2026-03-31	10-K	26-036974
15	revenue	us-gaap:Revenues	$468.7M	2025-12-31	2026-03-31	10-K	26-036974
16	gross profit	us-gaap:GrossProfit	$181.1M	2024-12-31	2026-03-31	10-K	26-036974
17	revenue	us-gaap:Revenues	$487.9M	2024-12-31	2026-03-31	10-K	26-036974
18	gross profit	us-gaap:GrossProfit	$171.8M	2023-12-31	2026-03-31	10-K	26-036974

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19	revenue	us-gaap:Revenues	$510.5M	2023-12-31	2026-03-31	10-K	26-036974
20	gross profit	us-gaap:GrossProfit	$208.1M	2022-12-31	2025-03-14	10-K	25-023815
21	revenue	us-gaap:Revenues	$573.2M	2022-12-31	2025-03-14	10-K	25-023815
22	gross profit	us-gaap:GrossProfit	$293.7M	2021-12-31	2024-03-12	10-K	24-021861
23	revenue	us-gaap:Revenues	$725.0M	2021-12-31	2024-03-12	10-K	24-021861
24	current assets	us-gaap:AssetsCurrent	$136.7M	2025-12-31	2026-03-31	10-K	26-036974
25	current liabilities	us-gaap:LiabilitiesCurrent	$101.5M	2025-12-31	2026-03-31	10-K	26-036974
26	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-$625.3M	2025-12-31	2026-03-31	10-K	26-036974
27	liabilities	us-gaap:Liabilities	$325.9M	2025-12-31	2026-03-31	10-K	26-036974
28	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	$24.1M	2025-12-31	2026-03-31	10-K	26-036974
29	operating income	us-gaap:OperatingIncomeLoss	-$113.7M	2023-12-31	2026-03-31	10-K	26-036974
30	interest expense	us-gaap:InterestExpense	$2.0M	2023-12-31	2024-03-12	10-K	24-021861
31	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$8.1M	2025-12-31	2026-03-31	10-K	26-036974
32	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-$17.9M	2024-12-31	2026-03-31	10-K	26-036974
33	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$7.2M	2024-12-31	2026-03-31	10-K	26-036974
34	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-$54.7M	2023-12-31	2026-03-31	10-K	26-036974
35	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$14.4M	2023-12-31	2026-03-31	10-K	26-036974
36	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-$28.8M	2022-12-31	2025-03-14	10-K	25-023815
37	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$35.4M	2022-12-31	2025-03-14	10-K	25-023815
38	current assets	us-gaap:AssetsCurrent	$126.4M	2024-12-31	2026-03-31	10-K	26-036974
39	current liabilities	us-gaap:LiabilitiesCurrent	$101.0M	2024-12-31	2026-03-31	10-K	26-036974
40	assets	us-gaap:Assets	$390.6M	2023-12-31	2025-03-14	10-K	25-023815
41	assets	us-gaap:Assets	$433.3M	2022-12-31	2024-03-12	10-K	24-021861
42	shares outstanding	dei:EntityCommonStockSharesOutstanding	15,989,770	2018-01-31	2018-02-01	10-K	18-001126
43	shares outstanding	dei:EntityCommonStockSharesOutstanding	19,406,250	2017-03-13	2017-03-14	10-K	17-002285

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