



# Strategic Partner Program

- 2026 Update -



*Pink Sheep*

Your merchandise, connected



Hi all,

Before we go any further — thank you.

2025 was a record year for Pinksheep, eclipsing 2024 by 18% - and we couldn't have done it without the support, ideas, and reliability of our suppliers. Together, we've built strong momentum — and it's making a real difference.

This short document reflects on that success with a few headline stats, but more importantly, it looks ahead.

2026 is a big year for us. We're aiming for further growth — but we want to do it more efficiently, with better systems and closer collaboration. That includes rolling out **API integrations**, refining how we manage **supplier visits**, and working even smarter with our partner network.

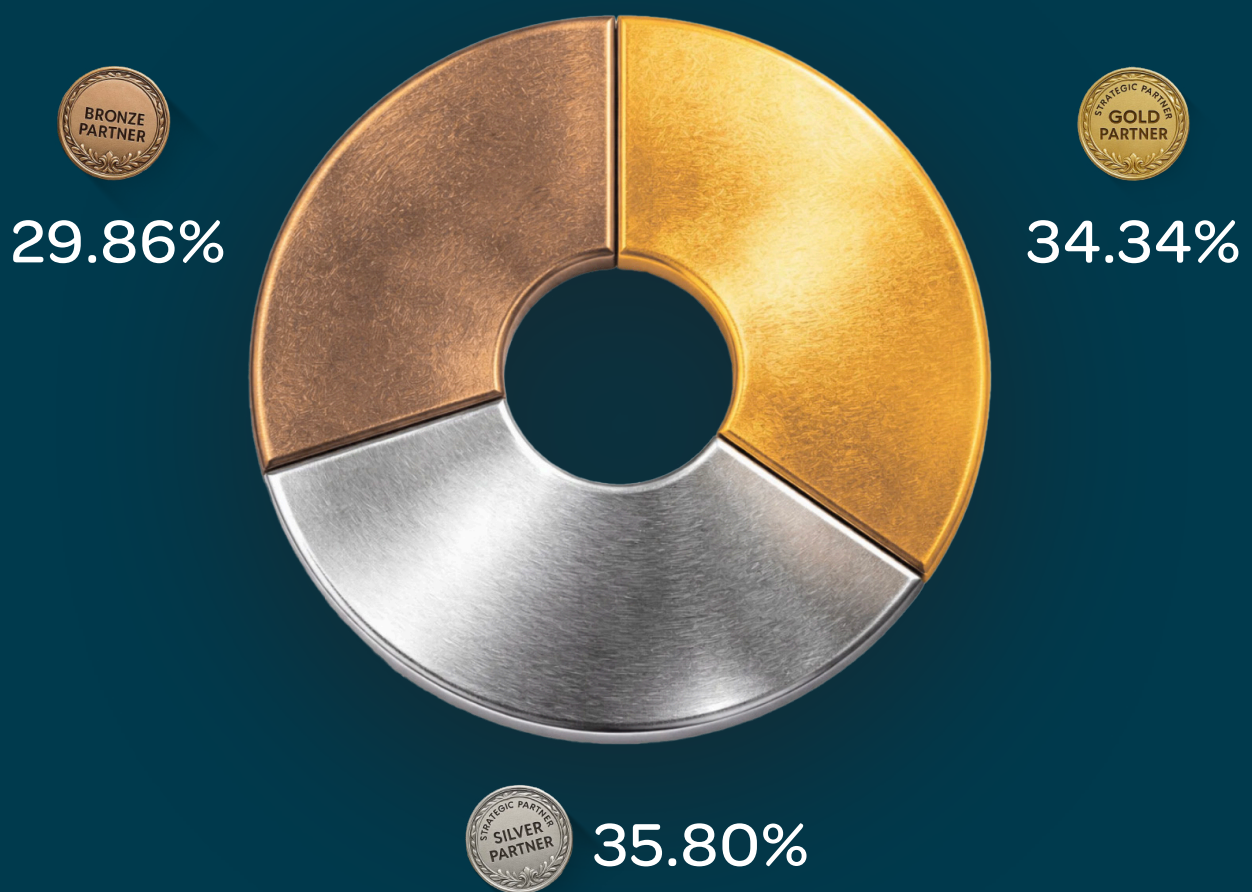
Over the next few pages, you'll see what we achieved together last year, and where we're heading next — with your support.

Thanks again for being part of it.

Phil & Billy

# 2025 Partner Category Analysis

One of the biggest successes of 2025 was how our Strategic Partner structure helped sharpen our buying decisions.



This chart shows how our supplier spend was split across the three tiers – and we're proud to say that **over 70%** of our spend went to **Gold** and **Silver** partners. That's exactly the focus and consistency we were aiming for and helps us support the partners that support us the most

It gives us real momentum – and a solid base to build on in 2026.

# 2025 Orders Analysis

This page makes one thing clear: the closer we work together, the more opportunity there is for both sides.

Strategic Partners in **Gold** and **Silver** didn't just earn a badge – they saw significantly more orders, higher engagement, and stronger spend overall.

Our goal for 2026 is to grow with the partners who show they're up for it. That means quick quoting, great communication, innovative solutions, and increasingly – **smart use of technology**.

If you're a **Bronze** or **Silver** partner and want to step up a tier, now's the time to tell us what you can do.

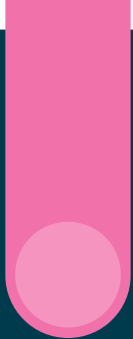
| Data                          | Bronze     | Silver     | Gold       |
|-------------------------------|------------|------------|------------|
| Orders Placed Per Category    | 2549       | 1682       | 2685       |
| Avg. Order Value Per Category | £534.40    | £977.65    | £583.18    |
| SKU's Ordered Per Category    | 901        | 660        | 742        |
| No. of Suppliers Per Category | 238        | 35         | 5          |
| Avg. spend Per Supplier       | £5,771     | £46,983    | £313,170   |
| Total Spend Per Category      | £1,362,280 | £1,644,411 | £1,565,894 |

# Our future is integrated

How API connections, live pricing,  
and digital systems are at the  
heart of our next growth phase.

Integrate with us



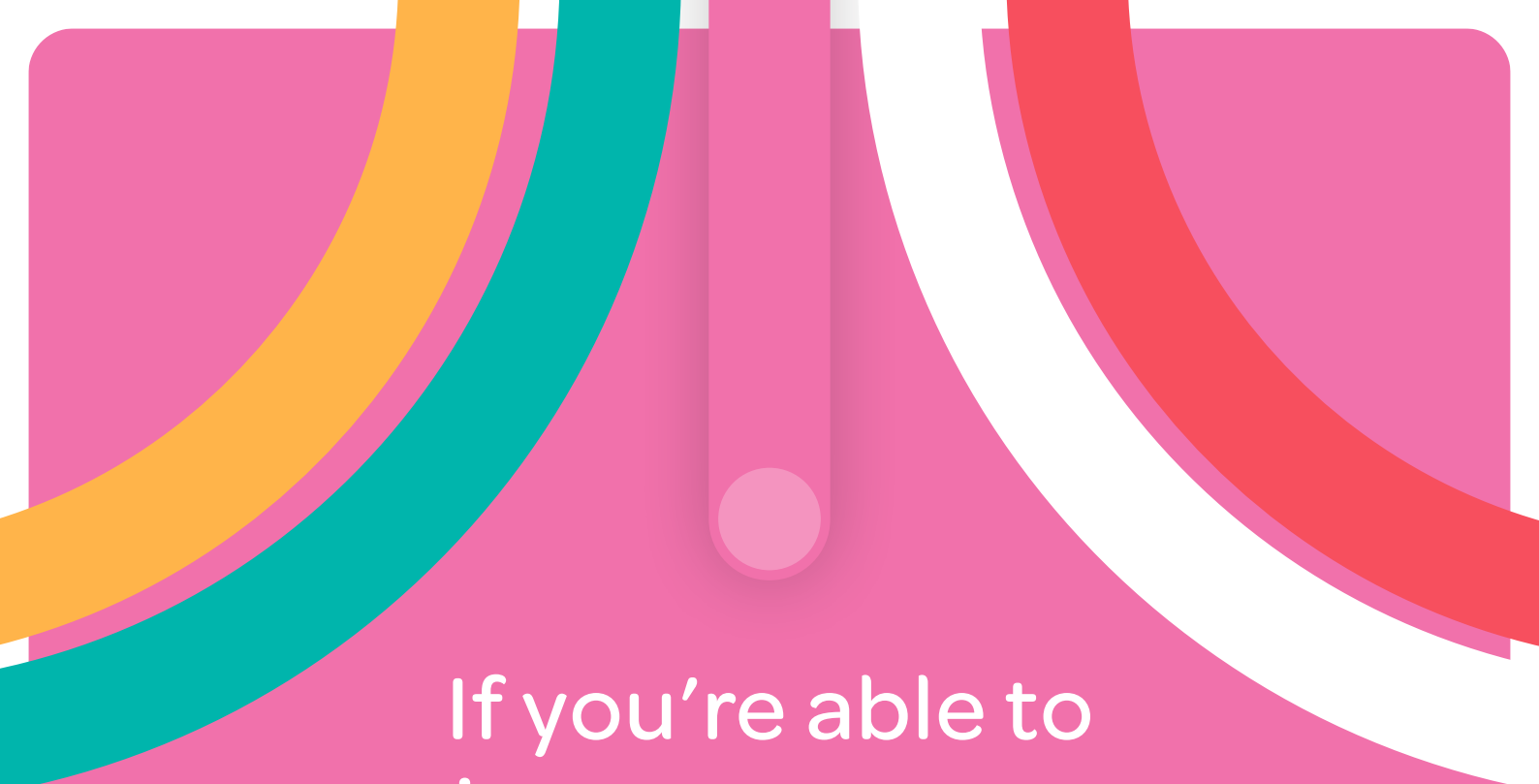


As we set our sights on 2026  
and beyond, one thing is clear:

As client **expectations  
rise** and quoting needs to  
be **faster than ever**,  
smart integration is no longer  
a luxury – **it's essential.**

We're building a **smarter,  
more integrated  
supply chain** – and  
we want our partners  
to be part of it.





If you're able to  
integrate, even  
partially, we want  
to hear from you.

Our custom software is  
evolving and we'll soon be  
able to connect directly to  
any supplier with an API.

If that's you, we want  
to hear from you.

Please click to begin.

**Integrate with us**



# Supplier Visits

OK, we got this one wrong  
last year. But in 2026 we  
have a plan for you all.



[Book a Visit With Us](#)



# Supplier Visits, revisited

Before our Strategic Partner Program launched in 2025, we'd already had some great in-person meetings...

But once the program went live, we didn't quite anticipate just how many of you would want to come in and see us. Truth is, we were overwhelmed by the response.

## We're Sorry! :(

We told a number of you that we'd book something in... and then didn't. That's not good enough, and we want to say sorry for falling short and fix it for 2026.

## How it'll work this year

This year, we're approaching things with a clearer plan and more structure — but to make it work, we need a little input from you.

From February, we're opening up one Monday per month to host two supplier visits.

## Here's how the day will run:

### ● From 8:00am:

Arrive and set up — each supplier will be given a dedicated room with a table to set up on.

### ● From 9:00am to 9:30am:

Our team will split into two groups - A & B. Group A will visit Supplier 1, while Group B visits Supplier 2 for a focused 30-minute session.

### ● From 9:30am to 10:00am:

The groups will switch rooms, giving both suppliers equal time with the full team.

### ● After 10:00am: Free reign!

We welcome you to stay as long as you like to chat directly to anyone you wish. In this time our sales team will likely want to revisit your table to explore some products in more depth. Phil, Billy, or other senior team members will be happy to explore wider strategic discussions like integration, marketing, or systems support.

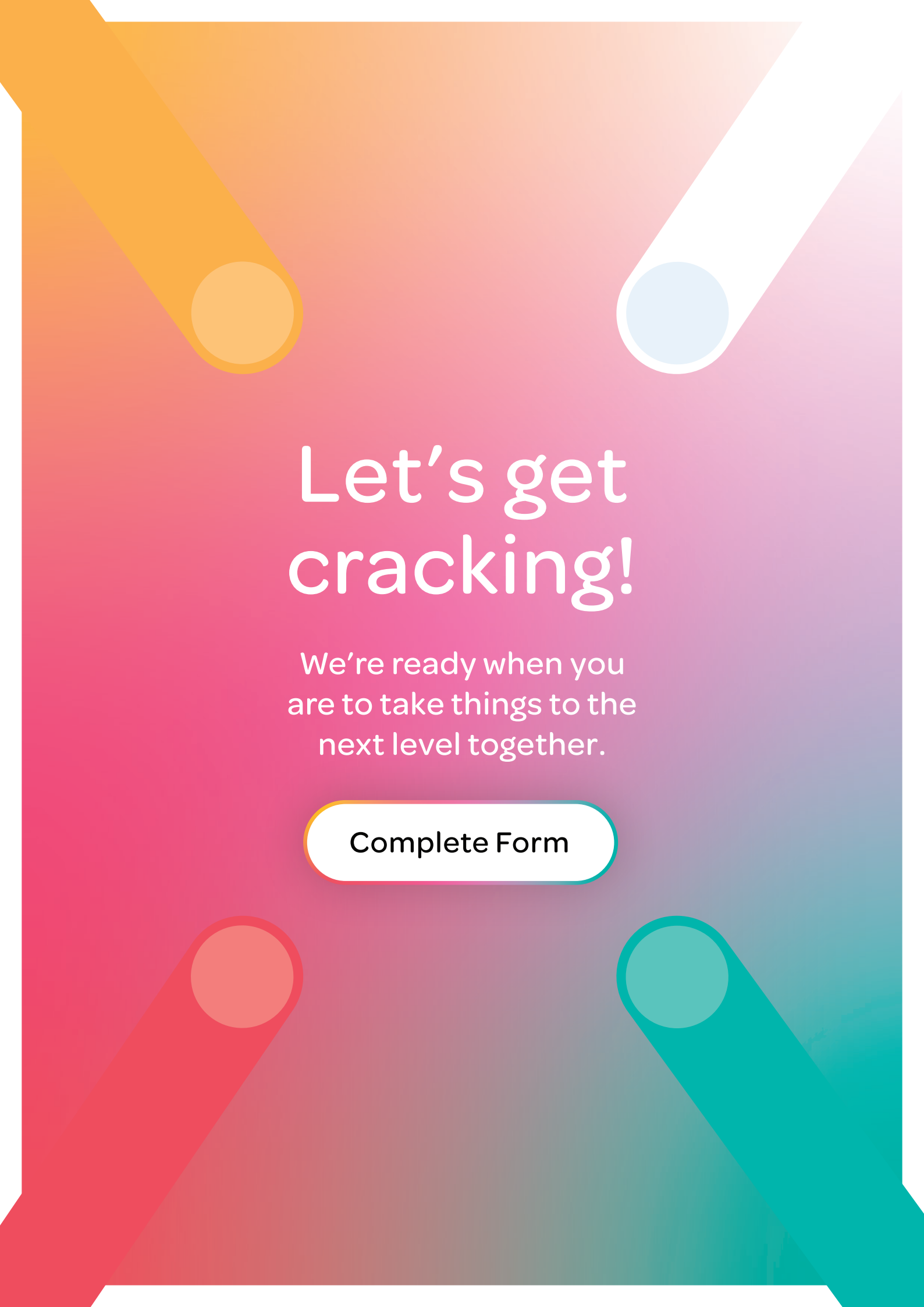
# Book in with us

To help us choose who gets the available 22 slots, we'd like each interested supplier to complete a form answering:

- What's changed in your business in the past year?
- Why would this visit be valuable — for us and for you?
- Are you looking to integrate with us more deeply (e.g., API, live stock feeds, product data)?

This isn't a competition — we're simply trying to ensure that the right conversations happen at the right time, with the right people in the room.

**Book a Visit With Us**



# Let's get cracking!

We're ready when you are to take things to the next level together.

[Complete Form](#)



# Your Opportunity 2026

Last year was the first time we officially invited suppliers to become part of the Strategic Partner Program (SPP). It was a big shift — and a great success.

This year, we're going one step further.

We'll be reviewing every partnership again — with a view to moving some suppliers up a tier based on what we learn from your responses to this update. That includes:

- Your interest, support and readiness for API integration
- Your plans for in-person meetings
- Any exciting updates, innovations or improvements you've made

For many suppliers, this is a genuine opportunity to strengthen your partnership with Pinksheep, increase visibility, and potentially capture a much larger share of spend.

We're growing — and we're bringing our best partners with us.

[Complete Form](#)

**Pink Sheep**  
Your merchandise, connected

