



Finance



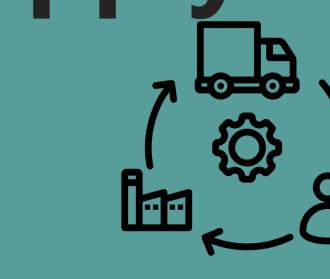
Sales



Marketing



Supply Chain



Executive



FILTERS

Select Benchmark

vs LY vs Target

2018 2019 2020 2021 2022 EST

Q1 Q2 Q3 Q4

YTD YTG

BY REGION, MARKET

All

BY CUSTOMER

All

BY SEGMENT, CATEGORY, PRODUCT

All

ABBREVIATIONS

BM = Benchmark | LY = Last Year

NS = Net Sales | GM = Gross Margin

Chg = Change | COGS = Cost of Goods Sold

RC% = Revenue Contribution | ABS = Absolute

EI = Excess Inventory | OOS = Out of Stock

ALL VALUES ARE IN MILLION \$

\$3.74bn ✓

BM: 823.85M
(+353.5%)

Net Sales

38.08% ✓

BM: 36.49% (+4.37%)

GM %

-13.98% !

BM: -0.07 (-110.79%)

Net Profit %

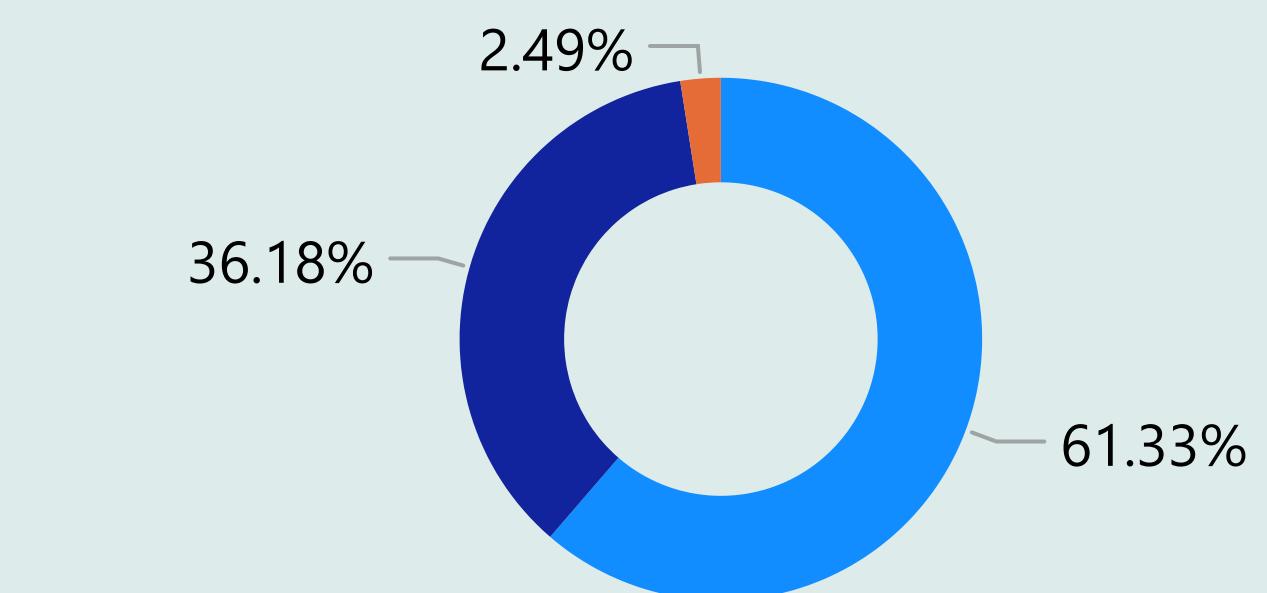
81.17% ✓

BM: 80.21% (+1.2%)

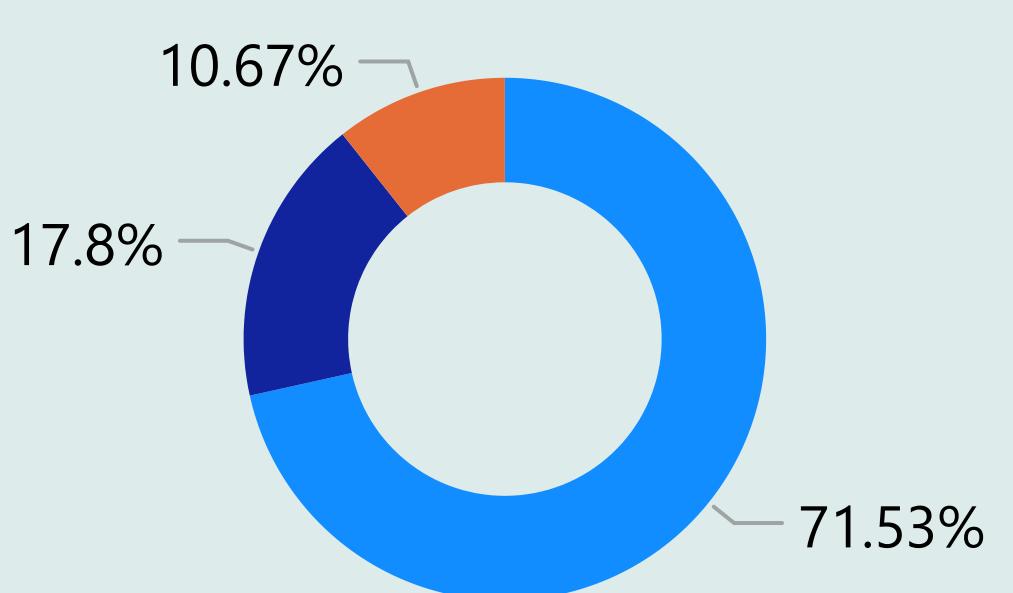
Forecast Accuracy %

Revenue By Division

PC P & A N & S



Retailer Direct Distributor

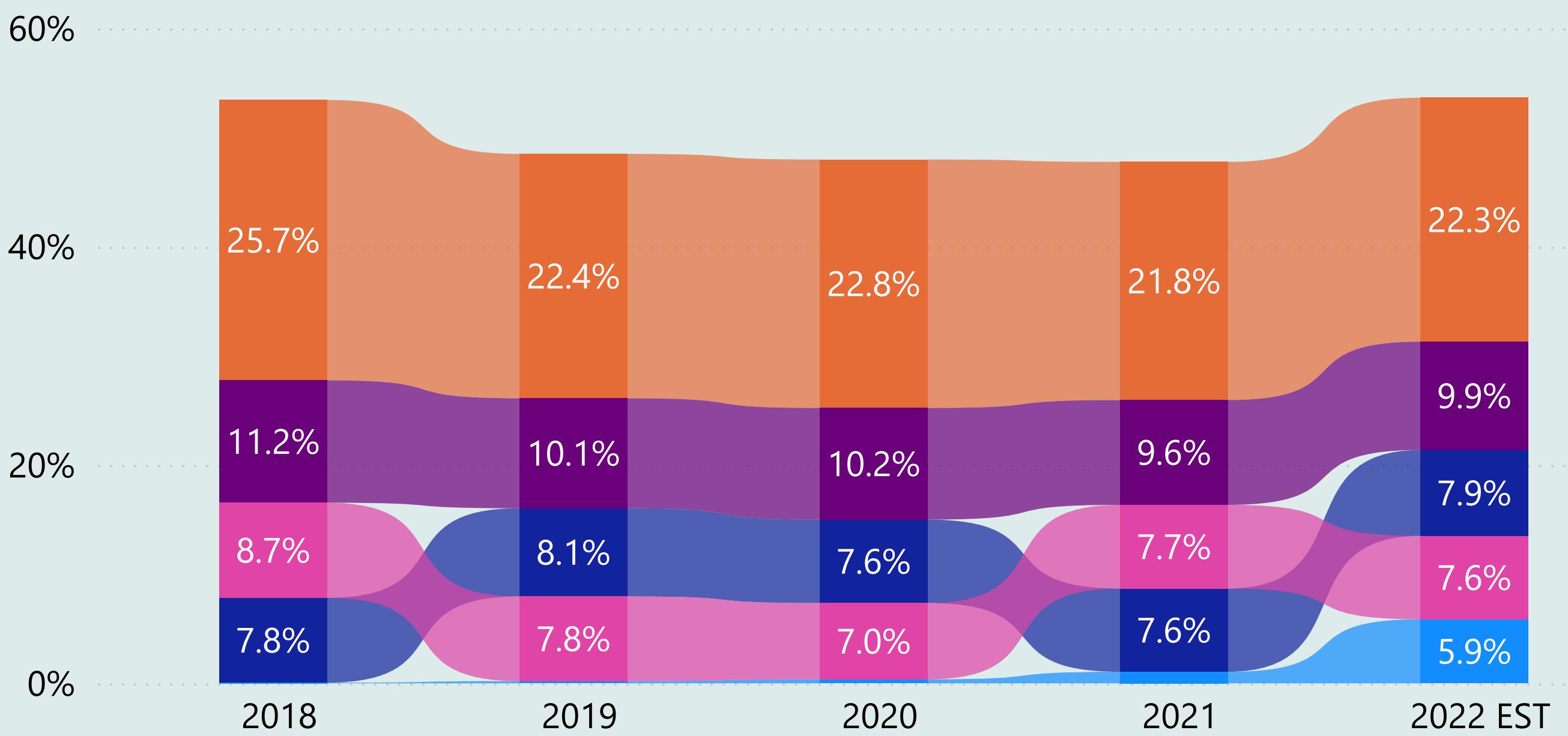


Key Insights Per Sub Zone

sub_zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk %
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5%	OOS
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

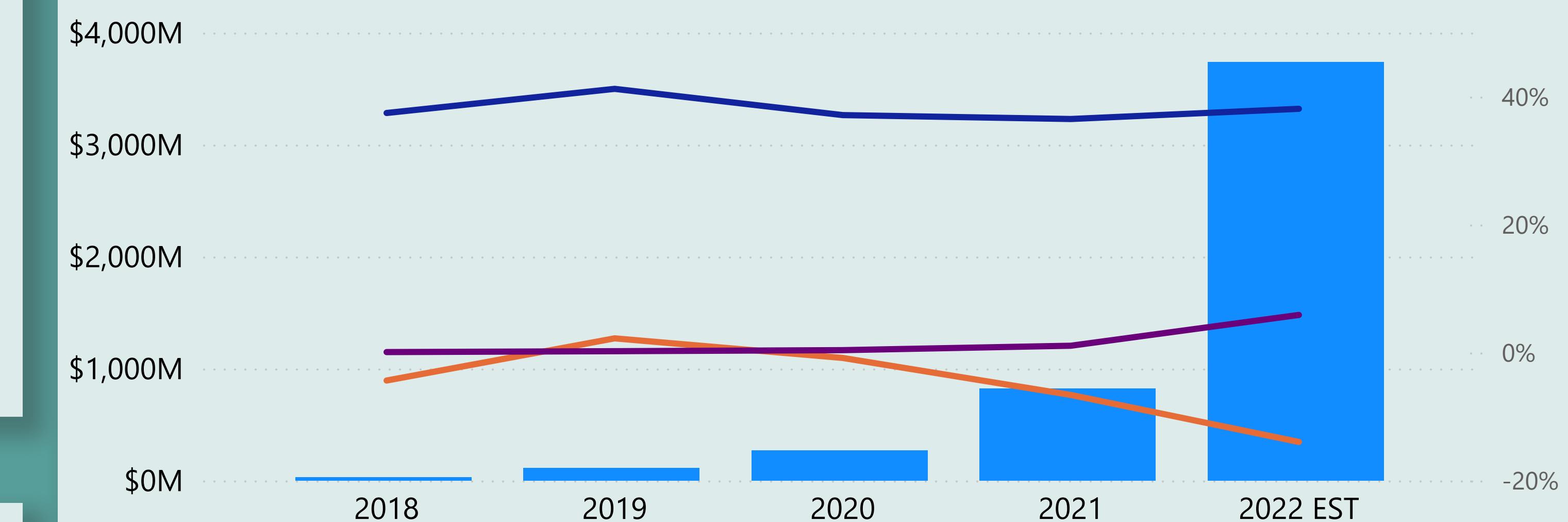
PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer



PC Market Share Trend - AtliQ & Competitors

NS \$ GM % Net Profit % AtliQ MS %



Top 5 Customers By Revenue

customer	RC %	GM %
Amazon	13.3%	36.78%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53%
Total	38.2%	39.19%

Top 5 Products By Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40%
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43%
Total	23.2%	38.06%