

Dec 21

Tuesday, April 12, 2022



Business Insight 360





FILTERS

Select Benchmak (BM)

vs LY

vs Target

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Atliq Hardware
Business Insight.



\$267.98M

Net Sales (\$)

Last Year: \$111.37M

+140.61%

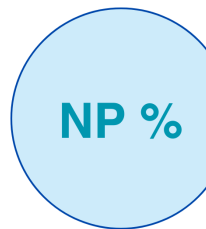


37.10%

Gross Margin %

Last Year: 41.2%

-9.95%



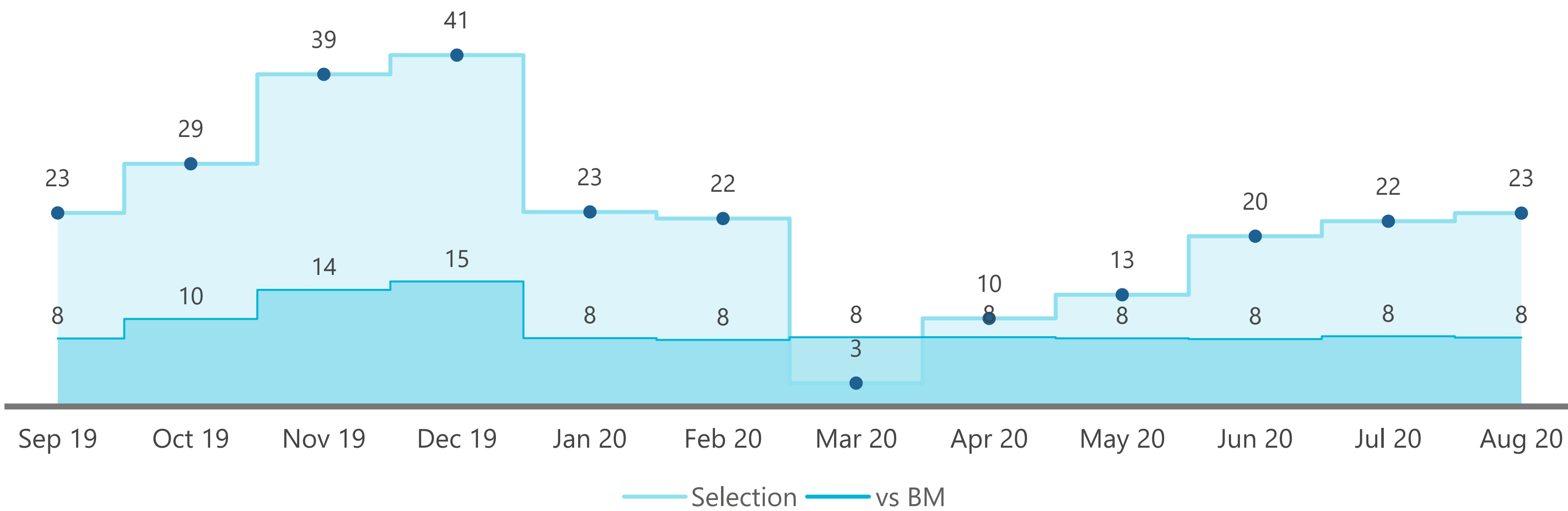
-0.85%

Net Profit %

Last Year: 2.21%

-138.68%

Net Sales Performace Over Time



Top / Bottom Products & Customers by Net Sales

Primary Parameter

REGION

CATEGORY

Secondary Parameter

Market

Product

REGION

Values

Chg %

APAC

147.98

107.48

NA

62.21

182.70

EU

55.79

224.03

LATAM

2.00

141.89

Total

267.98

140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	95.85	29.72	66.13	222.51
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
GM / Unit	4.79	4.25	0.53	12.49
Operational Expense	-101.71	-43.43	-58.28	134.21
Net Profit	-2.29	2.46	-4.75	-193.08
Net Profit %	-0.85	2.21	-3.06	-138.68



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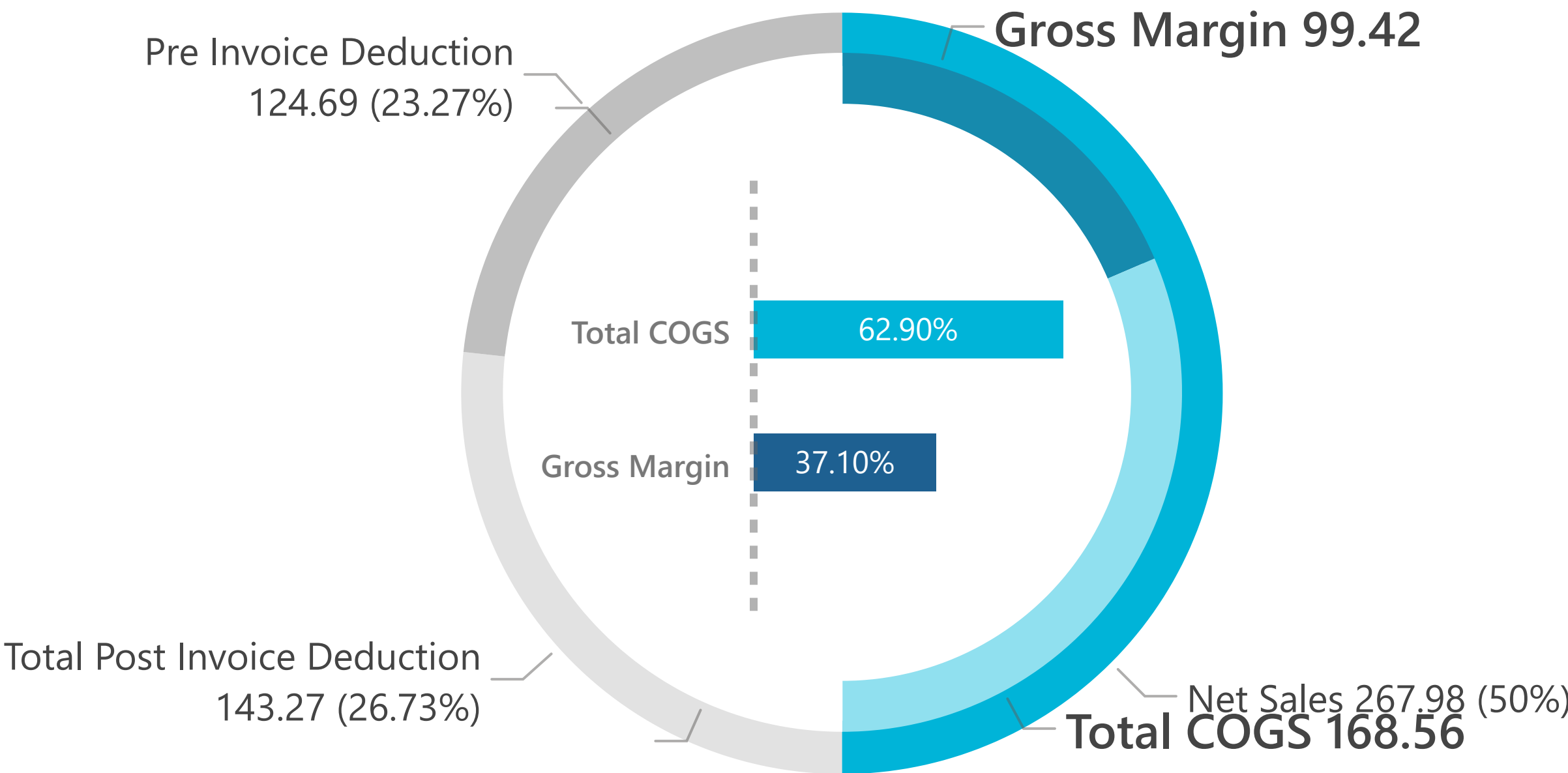
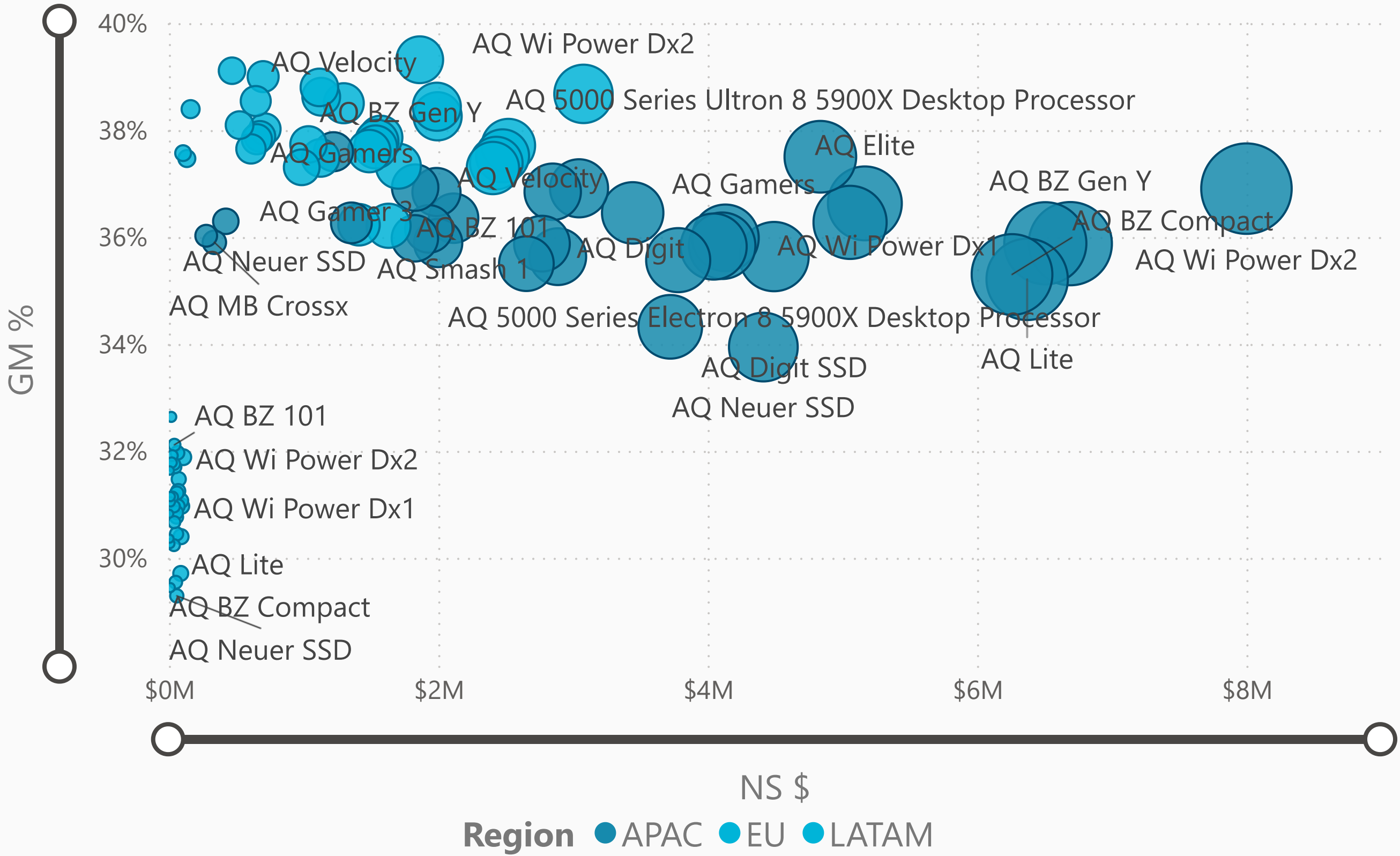
Atliq Hardware
Business Insight.



Net Sales Performace Over Time

Gross Margin%
Variance

0%



Performance Matrix

Product

Customer

Product	NS \$	GM \$		GM %	Δ GM %
AQ 5000 Series Electron 8 5...	\$8.19M	3.00M		36.66%	-13.78%
AQ 5000 Series Electron 9 5...	\$7.52M	2.80M		37.20%	-12.12%
AQ 5000 Series Ultron 8 590...	\$8.77M	3.38M		38.59%	-9.02%
AQ Aspiron	\$5.02M	1.86M		37.01%	-9.98%
AQ BZ 101	\$5.49M	2.09M		38.01%	-7.75%
AQ BZ Compact	\$11.40M	4.16M		36.47%	-12.49%
AQ BZ Gen Y	\$12.09M	4.47M		36.99%	-11.72%
AQ Digit	\$7.45M	2.75M		36.96%	-10.10%
AQ Digit SSD	\$6.70M	2.38M		35.47%	-13.92%
AQ Dracula HDD – 3.5 Inch ...	\$2.46M	0.92M		37.42%	-12.53%
AQ Elite	\$9.48M	3.58M		37.74%	-7.16%
AQ Gamer 1	\$3.37M	1.25M		37.19%	-7.95%
AQ Gamer 2	\$3.49M	1.32M		37.93%	-8.23%
AQ Gamer 3	\$3.51M	1.30M		37.07%	-10.63%
AQ Gamers	\$9.34M	3.49M		37.41%	-10.03%
AQ Gamers Ms	\$7.33M	2.71M		36.97%	-10.86%
Total	\$200.16M	74.30M		37.12%	-9.90%



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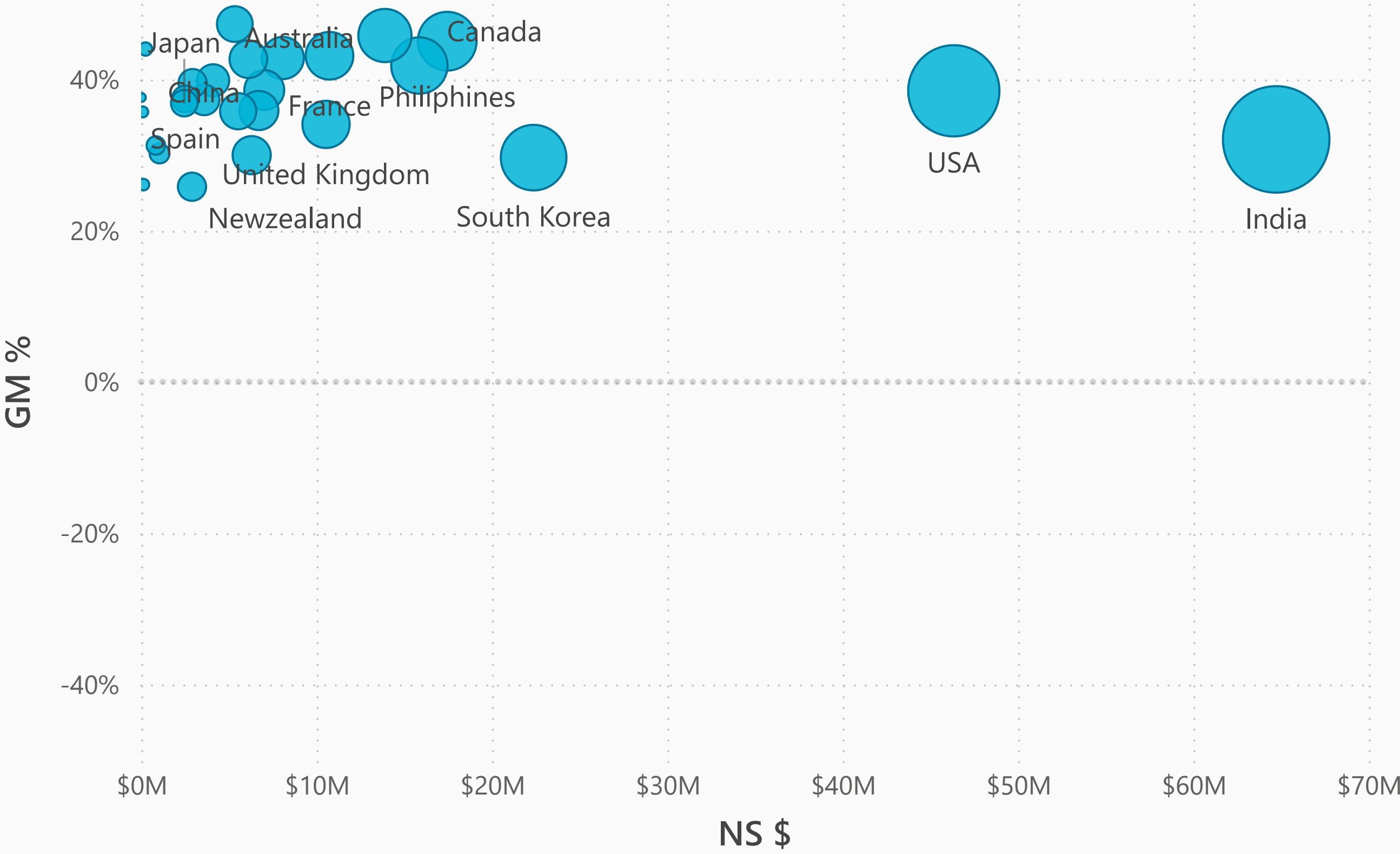
Atliq Hardware
Business Insight.



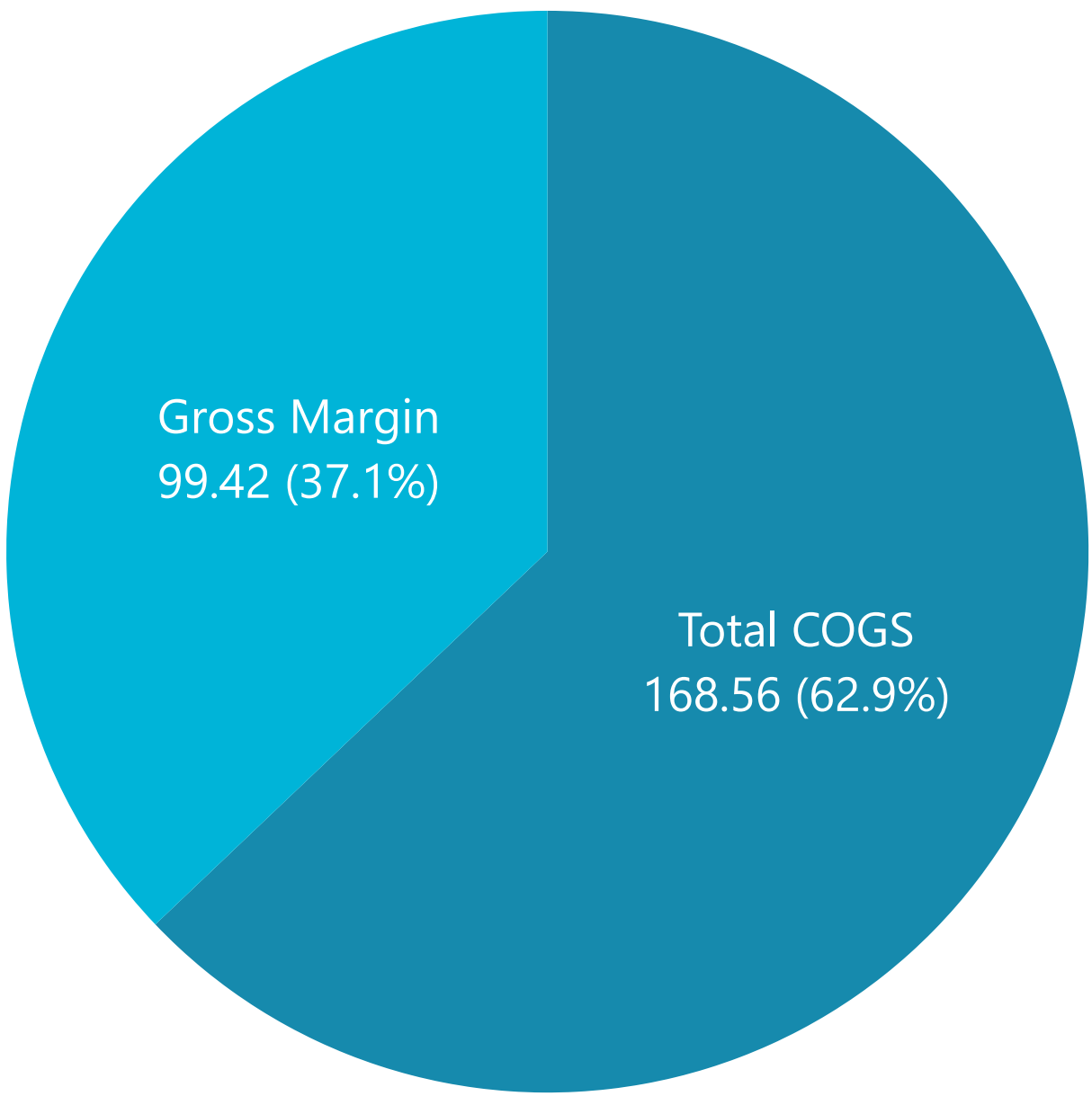
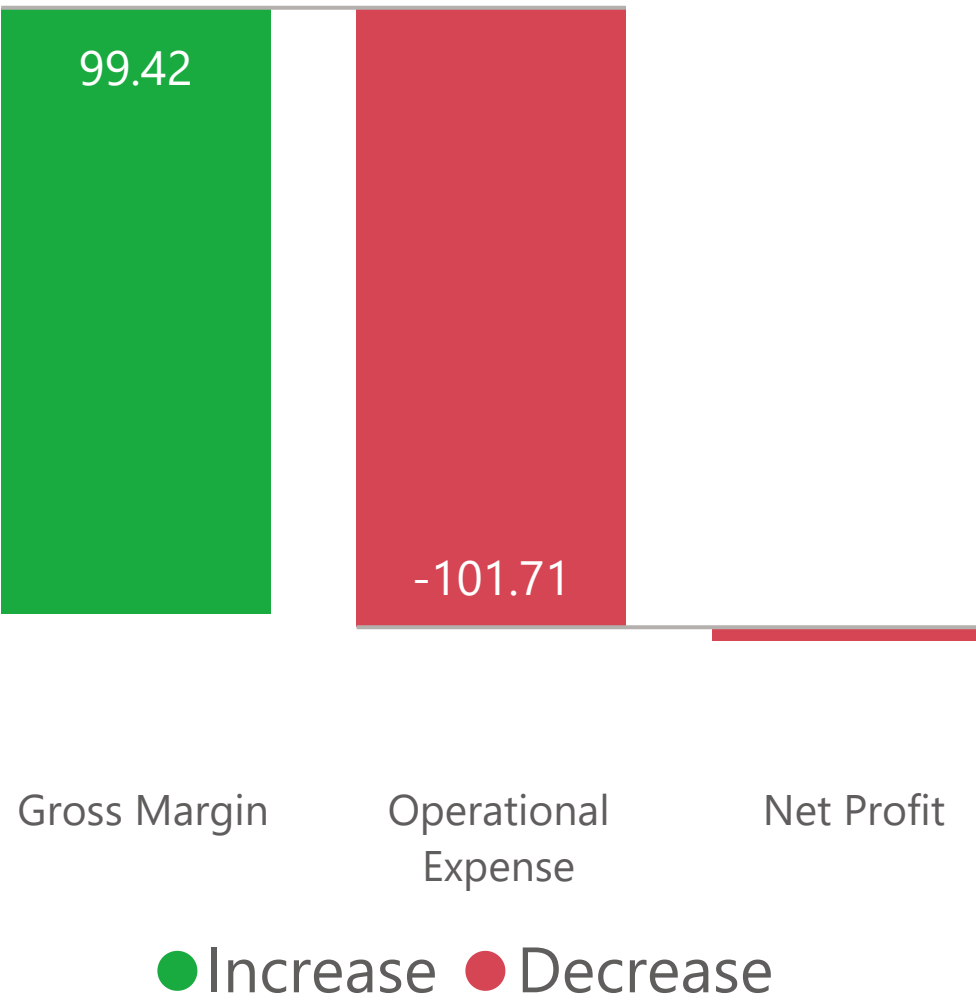
Market Performance

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment



Market

Region

Market

Market	NS \$	GM %	NP \$	NP %	Δ NP %
Indonesia	\$8.08M	42.83%	1.69M	20.98%	16.62%
Philippines	\$17.45M	45.05%	3.38M	19.34%	45.77%
France	\$10.74M	43.13%	1.83M	17.07%	148.32%
Australia	\$13.90M	45.81%	2.16M	15.53%	52.26%
Pakistan	\$6.12M	42.68%	0.95M	15.52%	-323.97%
Norway	\$3.59M	37.29%	0.55M	15.21%	
Poland	\$4.10M	39.88%	0.54M	13.24%	11.79%
Bangladesh	\$2.94M	39.51%	0.39M	13.24%	-983.80%
Portugal	\$5.53M	35.80%	0.54M	9.84%	-21.75%
Canada	\$15.87M	41.84%	1.37M	8.62%	443.09%
Chile	\$0.09M	35.70%	0.01M	7.06%	
Columbia	\$0.02M	37.61%	0.00M	6.86%	
Netherlands	\$5.34M	47.32%	0.34M	6.43%	-163.76%
Sweden	\$0.25M	44.02%	0.01M	5.09%	-237.92%
Japan	\$2.46M	36.86%	0.10M	4.07%	
Mexico	\$0.84M	31.26%	0.02M	2.10%	-74.06%
South Korea	\$22.38M	29.66%	0.09M	0.40%	-97.30%
Newzealand	\$2.90M	25.81%	-0.04M	-1.34%	
Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%



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Business Insight.



72.99%

Forecast...



Last Year:
86.45%
-15.57%

492K

Net Error



Last Year:
0.64M
-22.88%

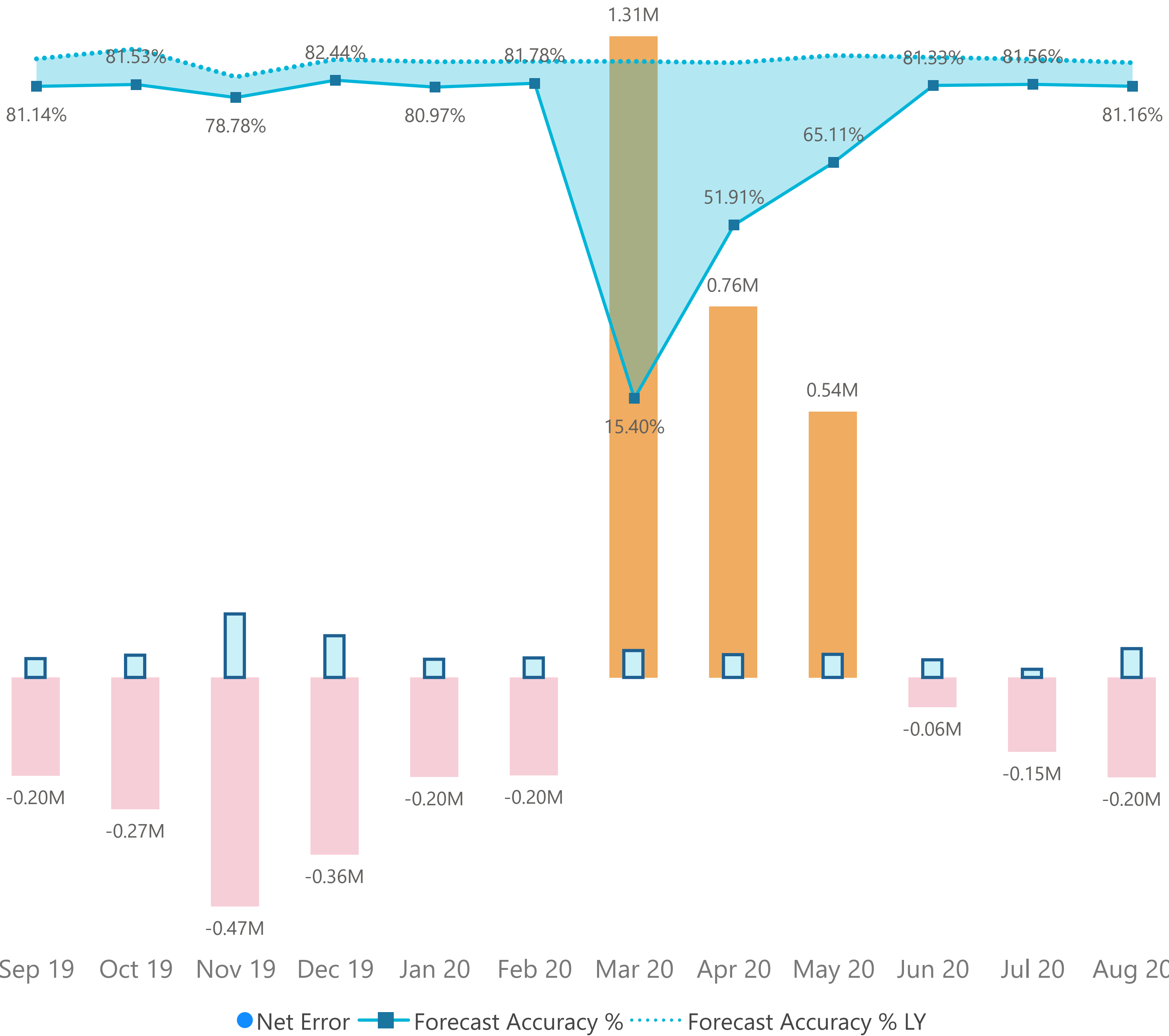
6M

ABS Error



Last Year:
1.55M
+271.06%

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkiøb	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Storage	81.01%	80.25%	698K	14.9%	EI
Total	72.99%	86.45%	492K	2.3%	EI



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Business Insight.



Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Revenue
Contribution

☐ Division

☒ Channel

20.4%

10.8%

68.8%

● Direct ● Distributor ● Retailer

Trend: Key metrics over years

37.10%

GM %

-0.85%

0.4%

Net Profit %

2020

Trend: Revenue Contribution over years

22.8%

10.2%

7.6%

7.0%

2020

● atliq ● bp ● dale ● innovo ● pacer

TOP 5 Customers

Customer

RC %

GM %

Amazon

18.6%

37.96% ↓

Atliq e Store

11.8%

37.47% ↓

AtliQ Exclusive

8.6%

45.79% ↓

Flipkart

4.1%

33.54% ↓

Sage

3.1%

31.22% ↓

Total

46.2%

38.44%

TOP 5 Products

Product

RC %

GM %

AQ Wi Power Dx2

5.4%

37.96% ↓

AQ BZ Gen Y

4.5%

36.99% ↓

AQ Wi Power Dx1

4.4%

36.97% ↓

AQ Lite

4.3%

36.47% ↓

AQ BZ Compact

4.3%

36.47% ↓

Total

22.9%

37.02%

Sub-Region Performance

Sub Zone

NS \$

RC %

GM %

Net Profit %

Net Error %

Risk



AtliQ MS %

LATAM

\$2.00M

0.7%

30.96%

↓

-0.08%

1.2%

EI

0.0%

ANZ

\$16.80M

6.3%

42.36%

↓

12.62%

↑

24.2%

EI

0.1%

NA

\$62.21M

23.2%

39.35%

↑

-1.79%

↓

-22.1%

OOS

0.3%

NE

\$30.68M

11.4%

37.97%

↑

-4.58%

↓

8.3%

EI

0.3%

ROA

\$66.45M

24.8%

38.15%

↓

8.87%

↓

9.4%

EI

0.6%

India

\$64.73M

24.2%

32.07%

↓

-14.73%

-0.8%

OOS

0.8%

SE

\$25.11M

9.4%

37.64%

↓

6.98%

↓

11.0%

EI

1.1%

Total

\$267.98M

100.0%

37.10%

-0.85%

2.3%

EI

0.4%