



## FILTERS

Select Benchmark (BM)

vs LY vs Target

2019 2020 2021 2022 E

Q1 Q2 Q3 Q4

YTD YTD

BY REGION/COUNTRY

All

BY STORES/CO

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 \$



\$267.98M

BM: 111.37M | 140.61%



37.10%

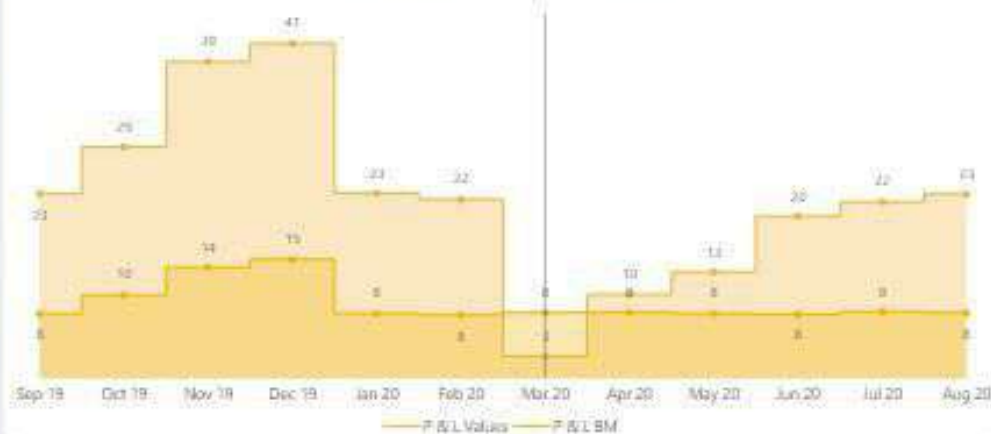
BM: 41.20% | -9.95%



-0.85%

BM: 2.21% | -138.68%

## Net Sales Performance Over Time



## Top / Bottom Products &amp; Customers by Net Sales

| 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 &amp; 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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Abbreviations

Pre = Benchmark CO - Last Year

GMI = Gross Margin (NS = Net Sales)

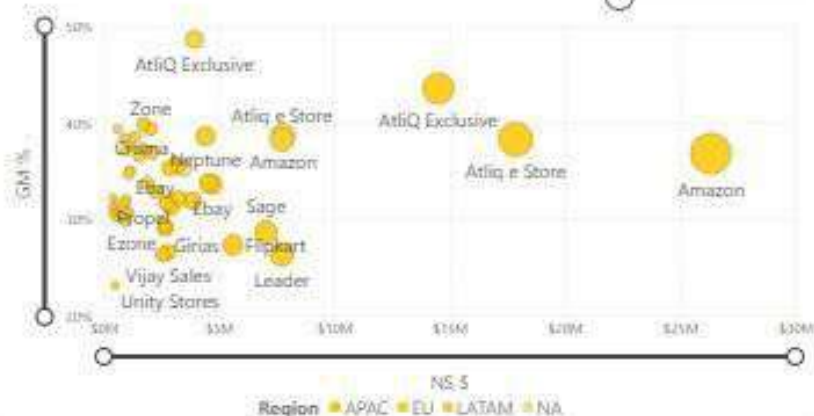
NS = Net Sales (COG = Change)

All values in Million \$

## Net Sales Performance Over Time

Target Gap Tolerance

0%

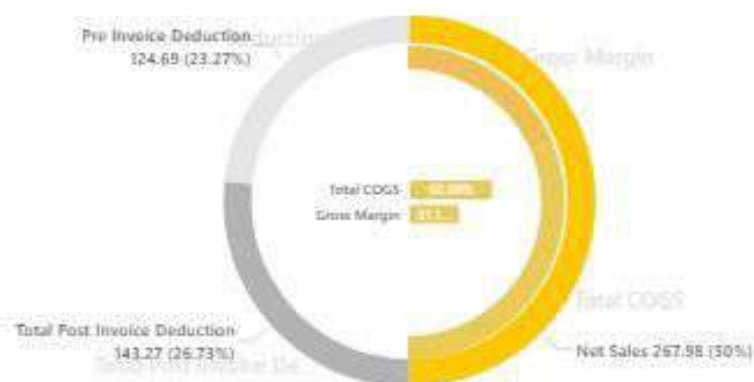


## Customer Performance

product

customer

| customer           | NS \$     | GM \$  | GM %   | Δ GM %  |
|--------------------|-----------|--------|--------|---------|
| Amazon             | \$49.77M  | 18.89M | 37.96% | -8.68%  |
| AtliQ e Store      | \$31.74M  | 11.89M | 37.47% | -8.59%  |
| AtliQ Exclusive    | \$22.97M  | 10.52M | 45.79% | -5.42%  |
| Flipkart           | \$10.92M  | 3.66M  | 33.54% | -3.75%  |
| Ebay               | \$8.15M   | 2.80M  | 34.34% | -19.35% |
| Sage               | \$8.32M   | 2.60M  | 31.22% | -28.55% |
| Leader             | \$7.73M   | 2.04M  | 26.36% | -45.22% |
| Neptune            | \$4.41M   | 1.70M  | 38.66% | -16.07% |
| Electricalsociety  | \$4.56M   | 1.54M  | 33.77% | -23.82% |
| Expression         | \$3.86M   | 1.23M  | 31.85% | -20.01% |
| Reliance Digital   | \$3.36M   | 1.22M  | 36.36% | -15.39% |
| Croma              | \$3.19M   | 1.14M  | 35.65% | -21.73% |
| Propel             | \$3.23M   | 1.04M  | 32.18% | -21.92% |
| Electricalslytical | \$3.41M   | 0.93M  | 27.32% | -33.99% |
| Viveks             | \$2.92M   | 0.91M  | 31.25% | -21.90% |
| Lotus              | \$2.72M   | 0.86M  | 31.71% | -21.62% |
| Total              | \$211.40M | 76.80M | 36.33% | -14.70% |





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BY STORE(S)

All

BY CATEGORY

All

## Abbreviations

BM = Benchmark (LY/LAB Year)

GM = Gross Margin (TD = Net Sales)

SP = Net Profit (Op = Change)

All values in Millions \$

## Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

## Net Error (\$)

492K

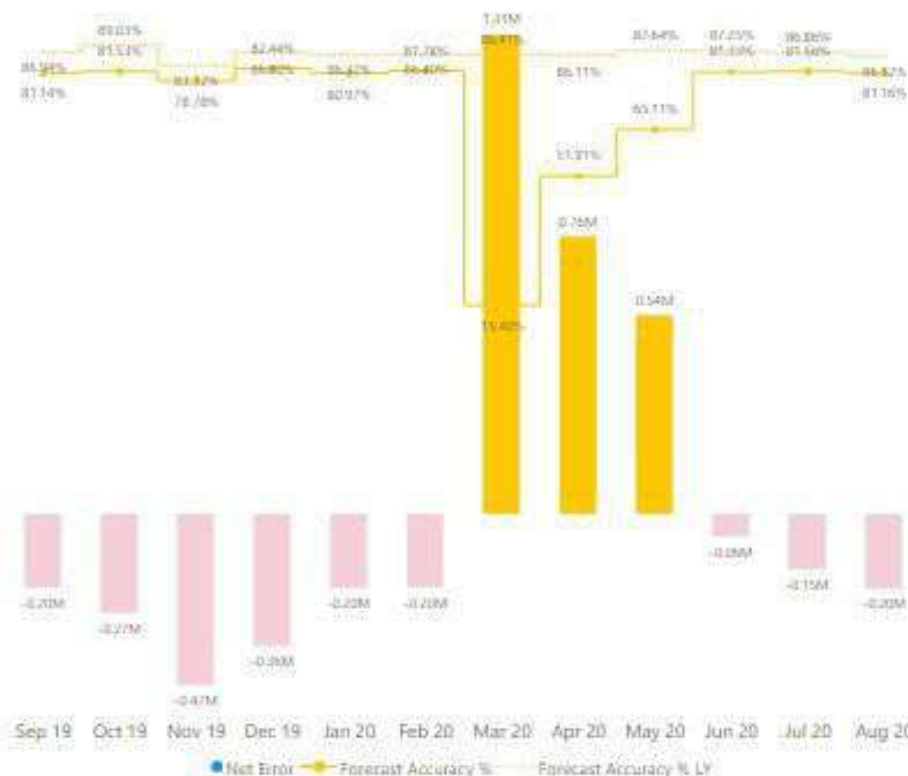
LY: 0.64M | -22.88% ▲

## Absolute Error (\$)

6M

LY: 1.35M | 271.00% ▼

## Accuracy / Net Error Trend



## Key Metrics By Customer

| Customer        | FCA %  | FCA % LY | Net Error | Net Error % | Risk |
|-----------------|--------|----------|-----------|-------------|------|
| AttiQ Exclusive | 56.65% | 76.67%   | 331K      | 17.76%      | EI   |
| AttiQ e Store   | 55.24% | 76.51%   | 544K      | 28.48%      | OOS  |
| Radio Popular   | 50.36% | 58.50%   | 39K       | 19.89%      | EI   |
| Mbit            | 49.13% | 55.20%   | 7K        | 6.47%       | EI   |
| Expert          | 48.84% | 64.24%   | 33K       | 14.52%      | EI   |
| Amazon          | 48.43% | 78.07%   | 917K      | 31.93%      | OOS  |
| Unileuro        | 45.77% | 32.17%   | 63K       | 27.48%      | EI   |
| Ellelep         | 45.00% | 12.35%   | 78K       | 39.29%      | EI   |
| Total           | 72.99% | 86.45%   | 492K      | 2.31%       | EI   |

## Key Metrics By Product

| Segment     | FCA %  | FCA % LY | Net Error | Net Error % | Risk |
|-------------|--------|----------|-----------|-------------|------|
| Storage     | 81.01% | 80.25%   | 698K      | 14.86%      | EI   |
| Notebook    | 76.65% | 83.02%   | 147K      | 22.59%      | EI   |
| Peripherals | 75.18% | 85.06%   | 193K      | 7.43%       | EI   |
| Accessories | 71.42% | 90.20%   | 168K      | 1.40%       | OOS  |
| Desktop     | 70.07% |          | 0K        | -2.00%      | OOS  |
| Networking  | 52.50% | 81.50%   | 179K      | 28.90%      | OOS  |
| Total       | 72.99% | 86.45%   | 492K      | 2.31%       | EI   |





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## Abbreviations

BM = Benchmark (LY/Est Year)

GM = Gross Margin (NS = Net Sales)

NP = Net Profit (Op = Change)

All values in Millions \$

Net Sales \$

\$4.97bn

BM: 1.230n | 303.18% ▲



Gross Margin %

37.83%

BM: 37.07% | 2.05% ▲



Net Profit %

-11.64%

BM: -4.52% | 157.19% ▲



Forecast Accuracy %

79.83%

LY: 79.26% | 0.72% ▲



## Revenue Contribution

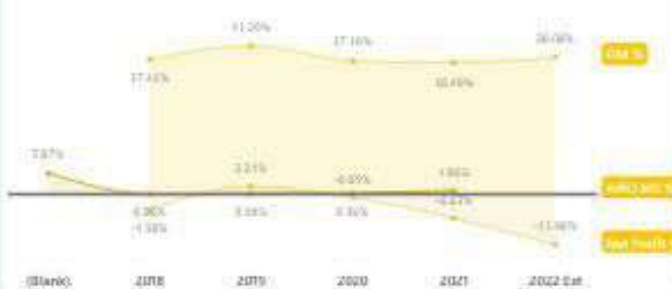
division

channel

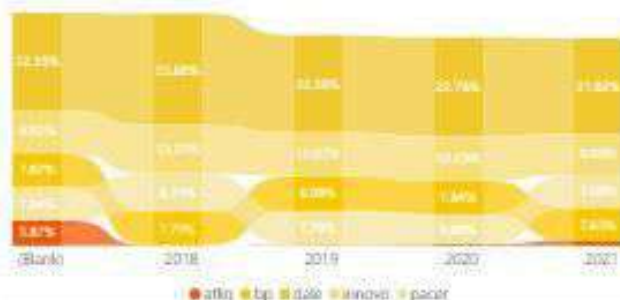
100% 100% 100%

Direct Distributor Retailer

## Trend: Key metrics over years



## Trend: Revenue Contribution over years



## TOP 5 Customers

| Customer        | RC %  | GM %     |
|-----------------|-------|----------|
| Amazon          | 13.0% | 36.76% ▲ |
| AtliQ Exclusive | 9.6%  | 45.67% ▲ |
| AtliQ e Store   | 8.4%  | 37.13% ▼ |
| Flipkart        | 3.6%  | 39.78% ▲ |
| Sage            | 3.4%  | 32.45% ▼ |
| Total           | 38.7% | 38.96%   |

## TOP 5 Products

| Product             | RC %  | GM %     |
|---------------------|-------|----------|
| AQ HOME Allin1 G... | 4.4%  | 38.04% ▲ |
| AQ BZ Allin1 Gen 2  | 4.1%  | 38.51% ○ |
| AQ BZ Allin1        | 3.5%  | 37.55% ▲ |
| AQ Smash 2          | 3.4%  | 32.37% ▲ |
| AQ Smash 1          | 3.3%  | 37.47% ▼ |
| Total               | 18.7% | 37.83%   |

## Sub-Region Performance

| Sub Zone | NS \$       | RC %   | GM %     | Net Profit % | Net Error % | Risk | AtliQ MS % |
|----------|-------------|--------|----------|--------------|-------------|------|------------|
| NA       | \$1,290.74M | 26.0%  | 43.45% ▲ | 13.40% ▲     | -1.79%      | OOS  | 1.8%       |
| India    | \$1,271.22M | 25.8%  | 35.14% ▲ | 22.03% ▲     | 0.21%       | EI   | 5.1%       |
| ROA      | \$1,077.36M | 21.7%  | 35.42% ▼ | -2.30%       | -5.27%      | OOS  | 3.2%       |
| NE       | \$604.60M   | 12.2%  | 34.05% ▼ | -14.26%      | -4.92%      | EI   | 2.5%       |
| SE       | \$446.41M   | 9.0%   | 37.59% ▼ | -1.32%       | -6.66%      | OOS  | 6.6%       |
| ANZ      | \$257.15M   | 5.2%   | 42.51% ▲ | -3.12%       | -1.10%      | OOS  | 0.5%       |
| LATAM    | \$21.00M    | 0.4%   | 35.33% ▼ | -0.78%       | 0.32%       | EI   | 0.1%       |
| Total    | \$4,968.48M | 100.0% | 37.83%   | -11.64%      | -1.97%      | OOS  | 2.3%       |