

region, market

All

customer

All

segment, cat...

All

2018

2019

2020

2021

2022 EST

Qtr 1

Qtr 2

Qtr 3

Qtr 4

YTD

YTG

\$3.74bn✓

BM: 823.85M

(+353.5%)

Net sales

38.08%✓

BM: 36.49% (+4.37%)

GM%

-13.98%!

BM: -6.63% (-110.79%)

Net profit %

81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

## Key Insights by Sub Zone

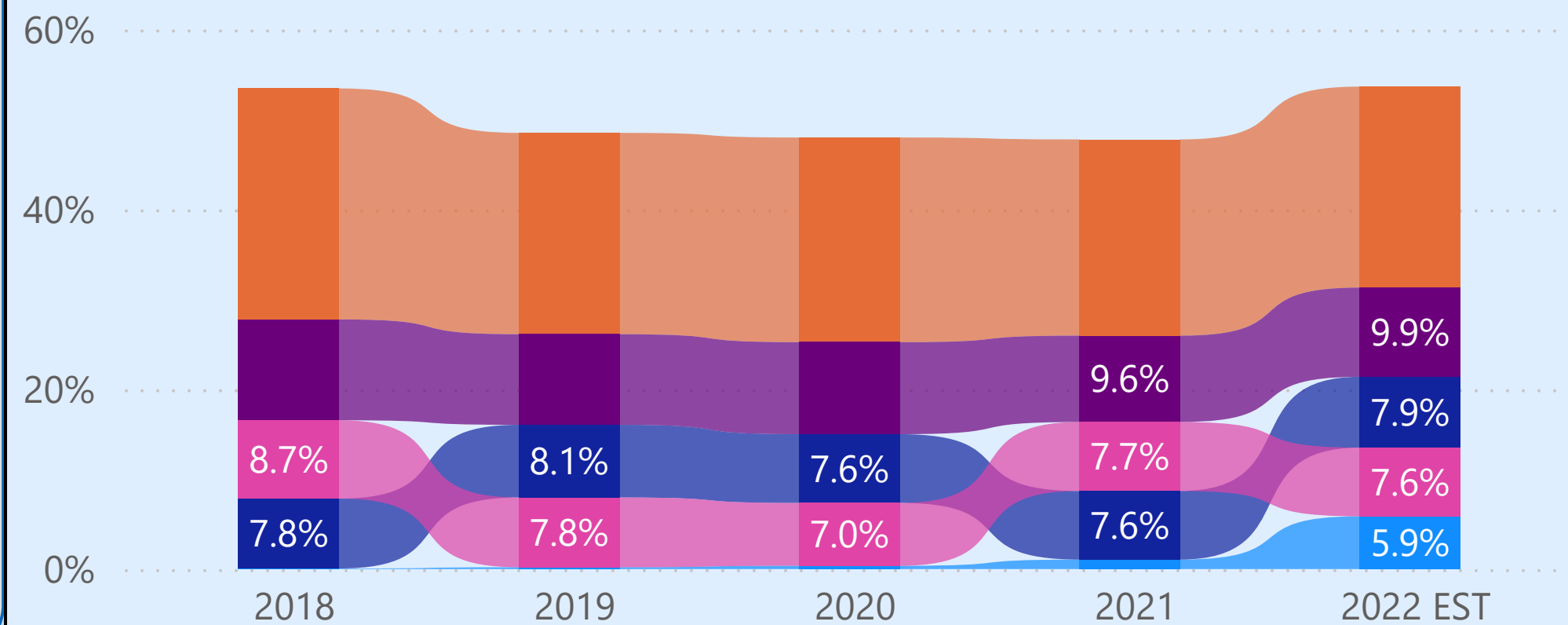
vs LY

vs Target

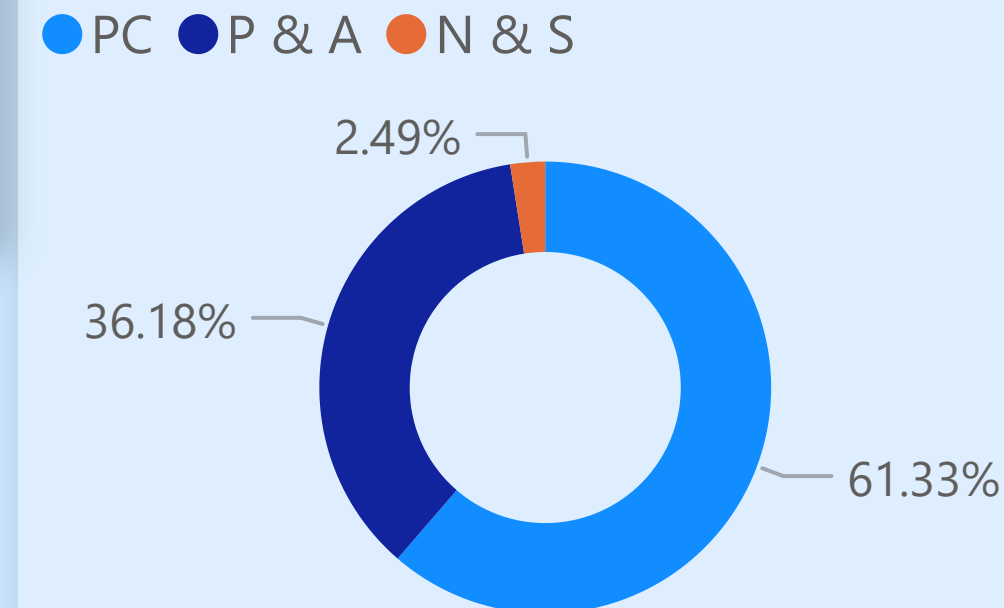
Sub zone	NS \$	RC %	GM %	Net profit %	AtliQ MS %	Net error %	Risk
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.61%	Out of stock
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	Out of stock
LATAM	\$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.37%	Excess inventory
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.35%	Excess inventory
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.56%	Out of stock
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.56%	Out of stock
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.47%	Out of stock
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.48%	Out of stock

## PC Market Share Trend - AtliQ &amp; Competitors

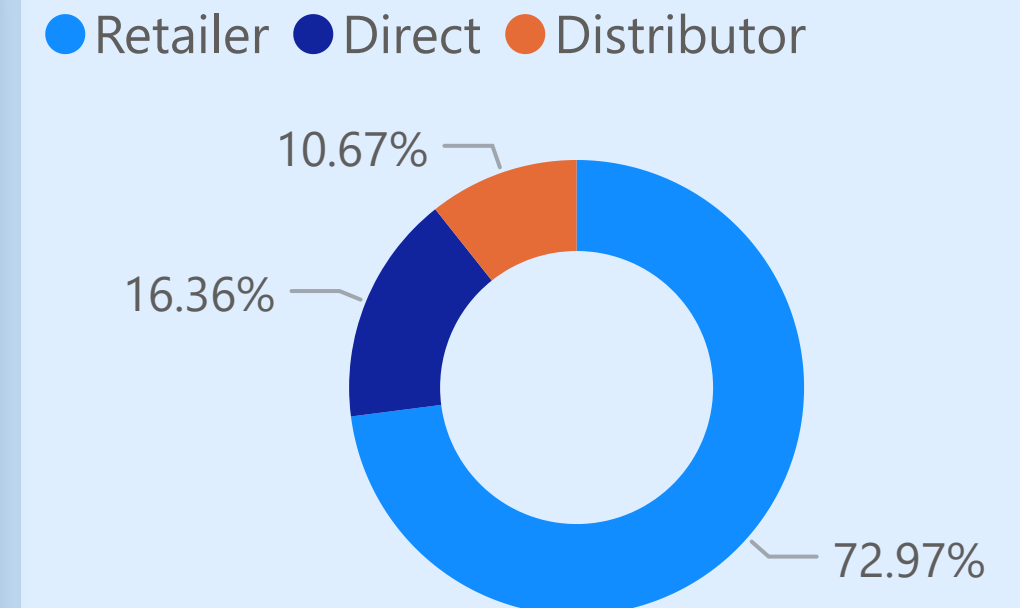
manufacturer atliq bp dale innovo pacer



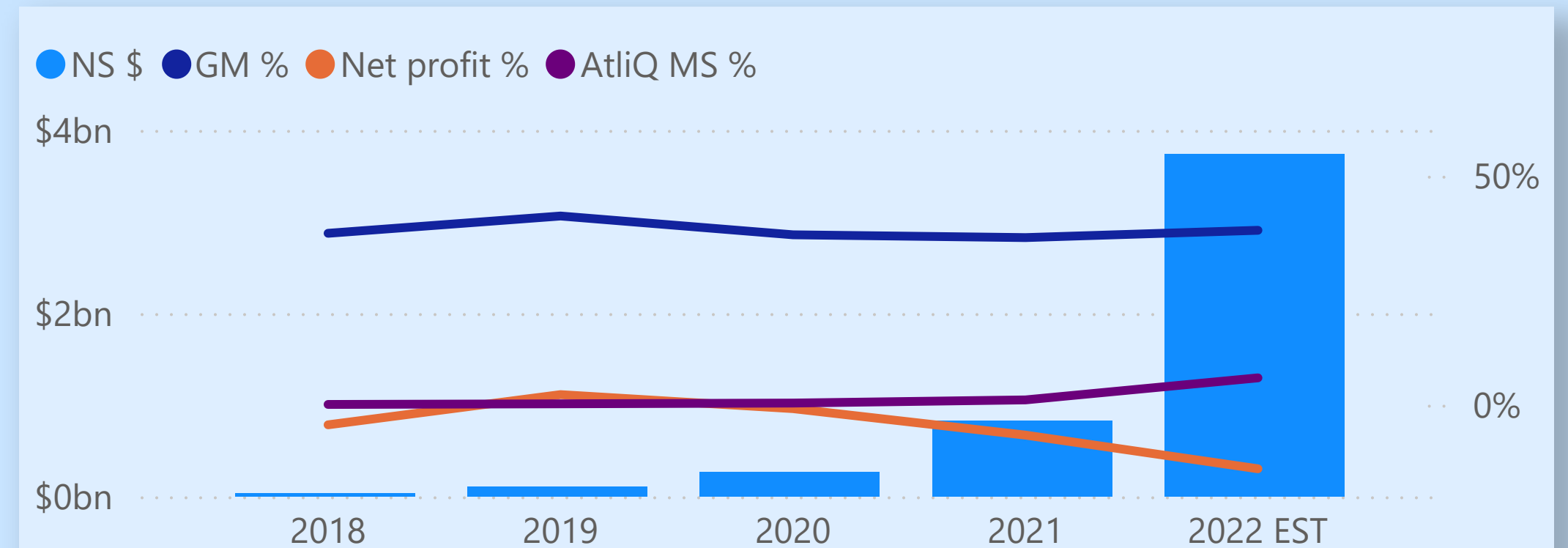
## Revenue by division



## Revenue by channel



## Yearly Trend by Revenue GM % Net Profit % PC market Share %



## Top 5 Customers by Revenue

customer	RC %	GM %
AltiQ Exclusive	8.2%	47.22%
Amazon	13.3%	36.78%
Atliq e Store	8.1%	36.88% ↓
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	36.8%	39.19%

## Top 5 products by Revenue

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