



AtliQ Hardware

Filter

Segment/Category/Product

All

Region/Market

All

Customer

All

BM

vs LY

vs Target

YTD

YTG

2019

2021

2020

2022EST

Q1

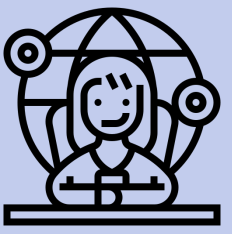
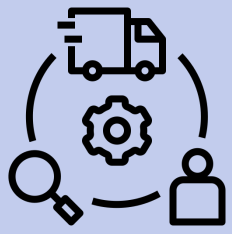
Q2

Q3

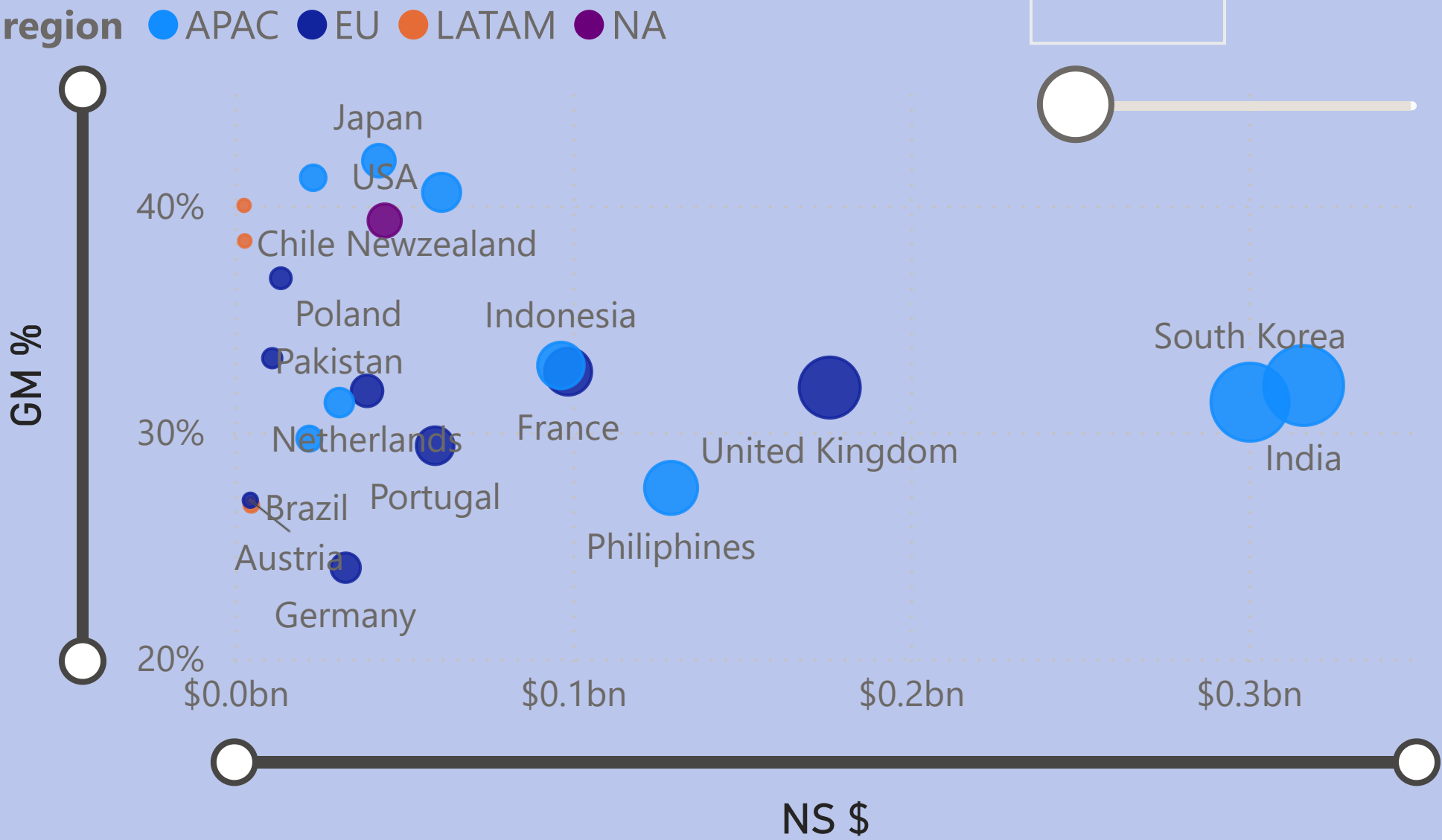
Q4

• BM = Benchmark

• LY = Last Year



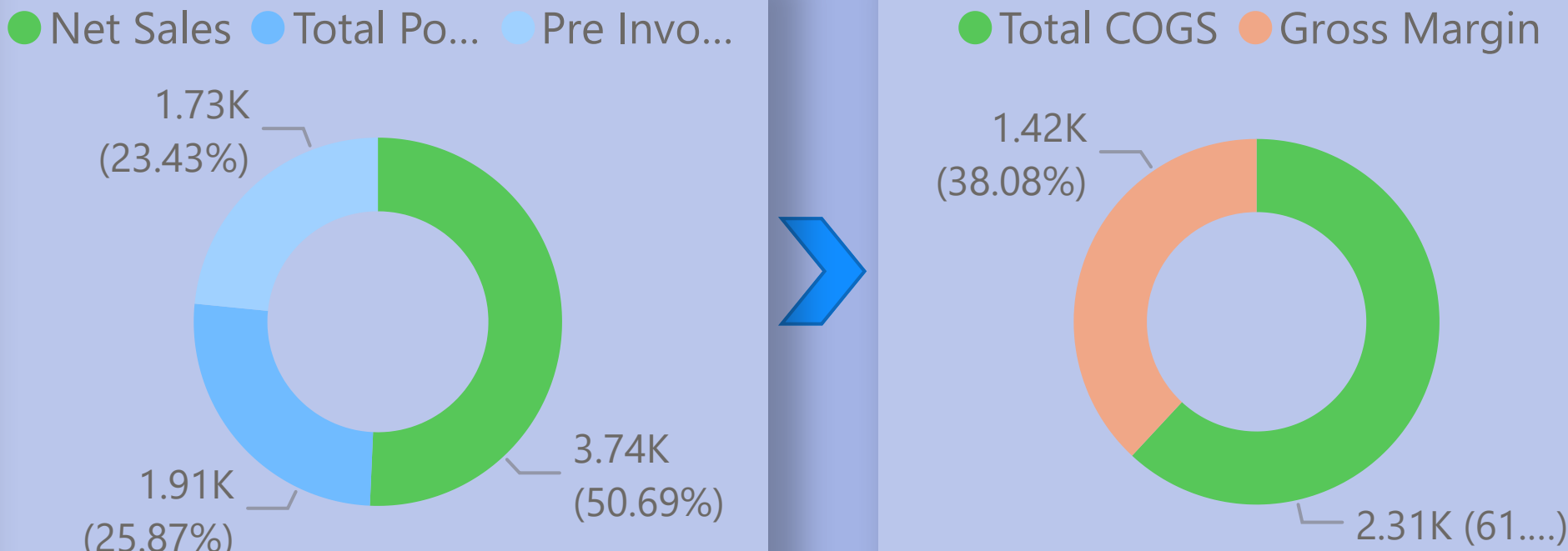
Performance Matrix



Product Performance

| segment       | NS \$       | GM \$       | GM %   |
|---------------|-------------|-------------|--------|
| ⊕ Networking  | \$38.43M    | \$14.78M    | 38.45% |
| ⊕ Storage     | \$54.59M    | \$20.93M    | 38.33% |
| ⊕ Desktop     | \$711.08M   | \$272.39M   | 38.31% |
| ⊕ Notebook    | \$1,580.43M | \$600.96M   | 38.03% |
| ⊕ Peripherals | \$897.54M   | \$341.22M   | 38.02% |
| ⊕ Accessories | \$454.10M   | \$172.61M   | 38.01% |
| Total         | \$3,736.17M | \$1,422.88M | 38.08% |

Unit Economics



Customer Performance

| customer            | NS \$       | GM \$       | GM %   |
|---------------------|-------------|-------------|--------|
| Acclaimed Stores    | \$73.36M    | \$29.58M    | 40.32% |
| All-Out             | \$4.41M     | \$1.68M     | 38.17% |
| Amazon              | \$496.88M   | \$182.77M   | 36.78% |
| Argos (Sainsbury's) | \$13.70M    | \$5.30M     | 38.70% |
| Atlas Stores        | \$17.14M    | \$5.43M     | 31.66% |
| Atliq e Store       | \$304.10M   | \$112.15M   | 36.88% |
| AtliQ Exclusive     | \$361.12M   | \$166.15M   | 46.01% |
| BestBuy             | \$49.34M    | \$22.15M    | 44.89% |
| Billa               | \$6.82M     | \$1.62M     | 23.80% |
| Boulanger           | \$26.02M    | \$10.39M    | 39.95% |
| Chip 7              | \$25.62M    | \$8.26M     | 32.24% |
| Chiptec             | \$18.93M    | \$7.37M     | 38.94% |
| Circuit City        | \$52.42M    | \$24.51M    | 46.77% |
| Total               | \$3,736.17M | \$1,422.88M | 38.08% |