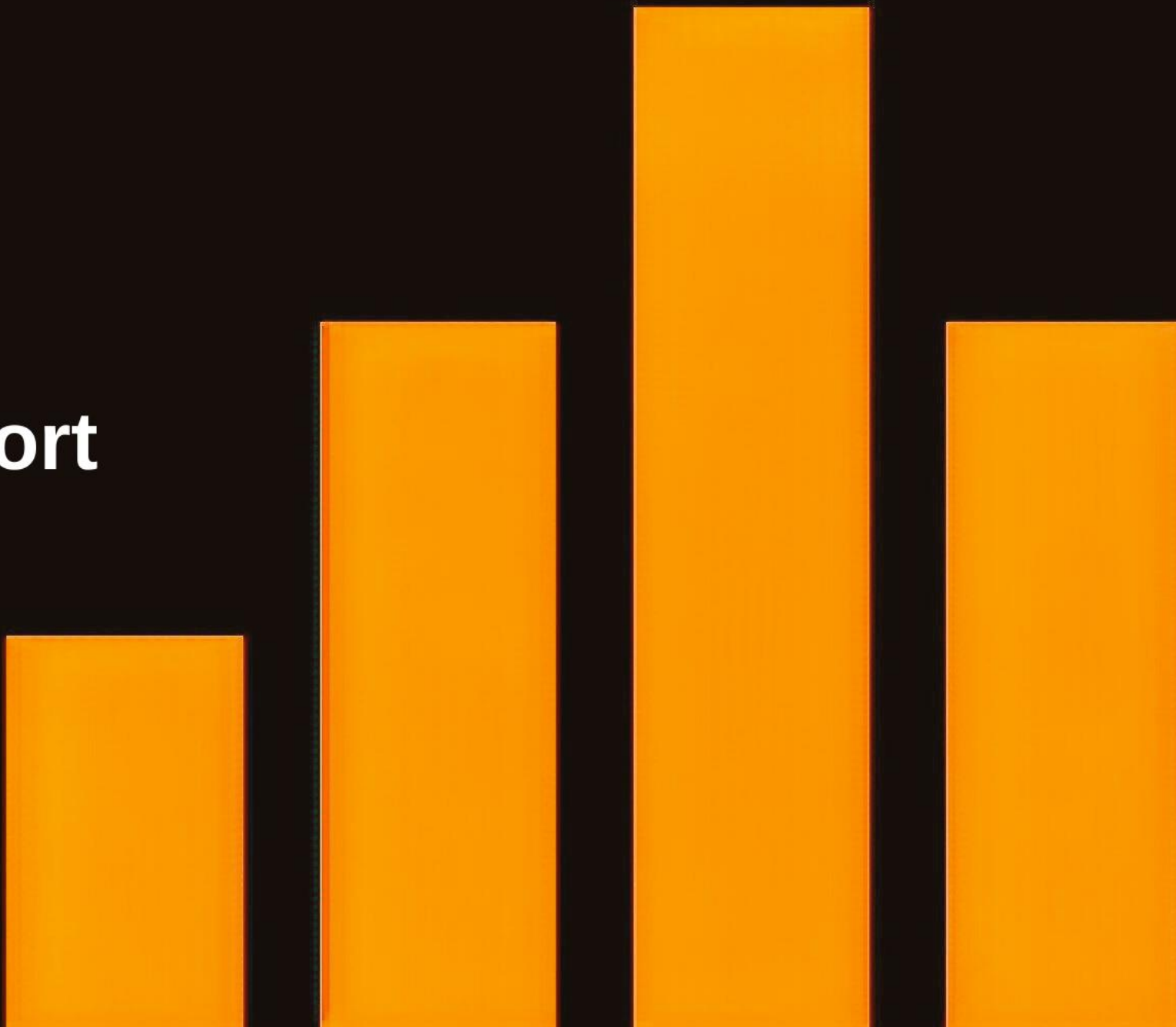


AtliQ Business Report





Business Insight 360



Tuesday, Oct 22, 2024



Dec 21



Finance View

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More..



Sales View

Analyze the performance of your **customer(s)** over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.



Marketing View

Analyze the performance of your **product(s)** over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**..



Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.



Executive View

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

Values are in Dollars & Millions



Support



Information



BUSINESS INSIGHT 360

2022 Est vs 2021 | Finance View



Net Sales (\$)

\$3.74bn

BM: 823.85M | 353.5% ▲

Gross Margin %

38.08%

BM: 36.49% | 4.37% ▲

Net Profit %

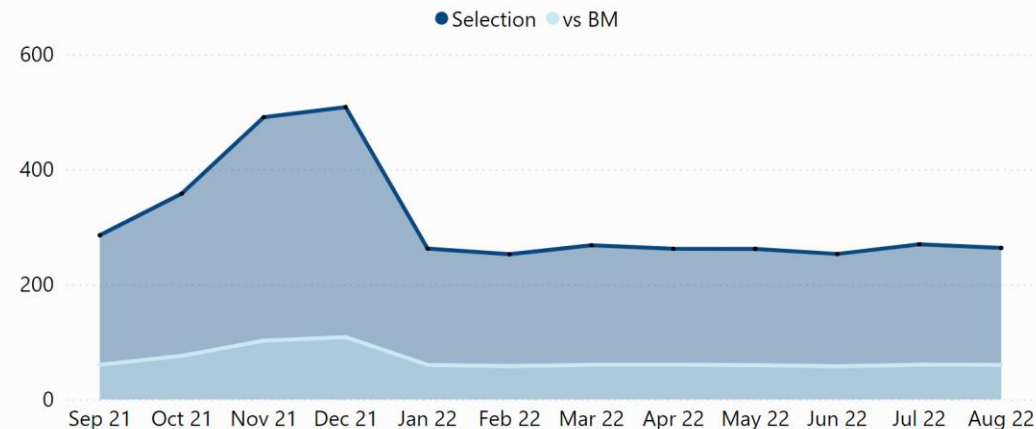
-13.98%

BM: -6.63% | 110.79% ▲

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	580.12	114.99	465.13	404.50
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expenses	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Net Sales Performance Over Time



Primary Parameter

- ☐ Regions
- ☒ Segments

Secondary Parameter

- ☐ Markets
- ☒ Categories

Top / Bottom Products & Customers By Net Sales

Segments	P & L Values	Chg %
+ Notebook	1,580.43	1,313.95
+ Peripherals	897.54	731.03
+ Desktop	711.08	664.65
+ Accessories	454.10	209.25
+ Storage	54.59	0.17
+ Networking	38.43	-6.72

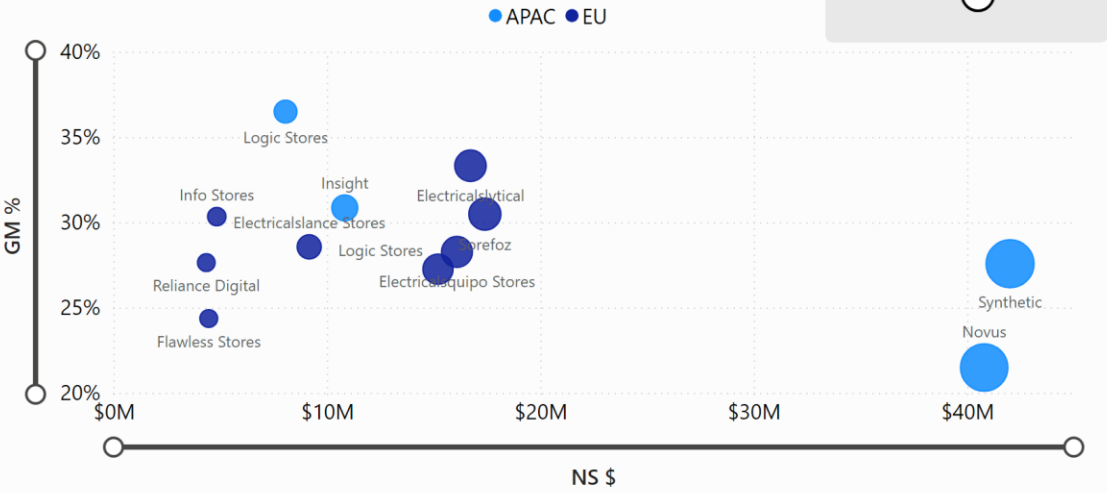


BUSINESS INSIGHT 360

2022 Est vs 2021 | Sales View



Performance Matrix

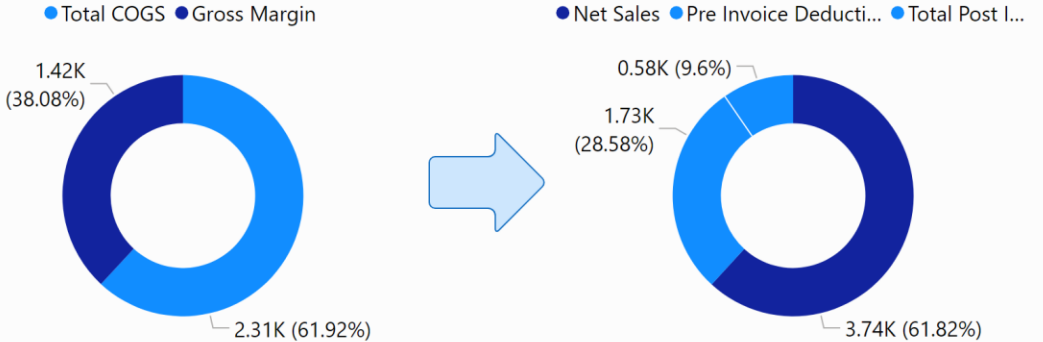


Customer Performance

Products ☒ Customers

Customers	NS \$	GM \$	GM %
Amazon	\$496.9M	\$182.8M	36.8%
AtliQ Exclusive	\$361.1M	\$166.1M	46.0%
AtliQ e Store	\$304.1M	\$112.1M	36.9%
Flipkart	\$138.5M	\$58.4M	42.1%
Neptune	\$105.7M	\$49.4M	46.7%
Sage	\$127.9M	\$40.3M	31.5%
Leader	\$117.3M	\$36.0M	30.7%
walmart	\$72.4M	\$33.1M	45.7%
Ebay	\$91.6M	\$33.1M	36.1%
Acclaimed Stores	\$73.4M	\$29.6M	40.3%
Path	\$59.3M	\$25.8M	43.5%
Electricalslytical	\$68.0M	\$25.3M	37.2%
Staples	\$64.2M	\$25.0M	38.9%
Circuit City	\$52.4M	\$24.5M	46.8%
Electricalsociety	\$67.8M	\$24.4M	36.0%
Costco	\$61.8M	\$24.2M	39.1%
Control	\$54.1M	\$23.5M	43.4%
Propel	\$61.6M	\$23.0M	37.4%
BestBuy	\$49.3M	\$22.1M	44.9%
Vijay Sales	\$55.1M	\$20.9M	38.0%
Reliance Digital	\$54.6M	\$20.8M	38.2%
Total	\$3,736.2M	\$1,422.9M	38.1%

Unit Economics



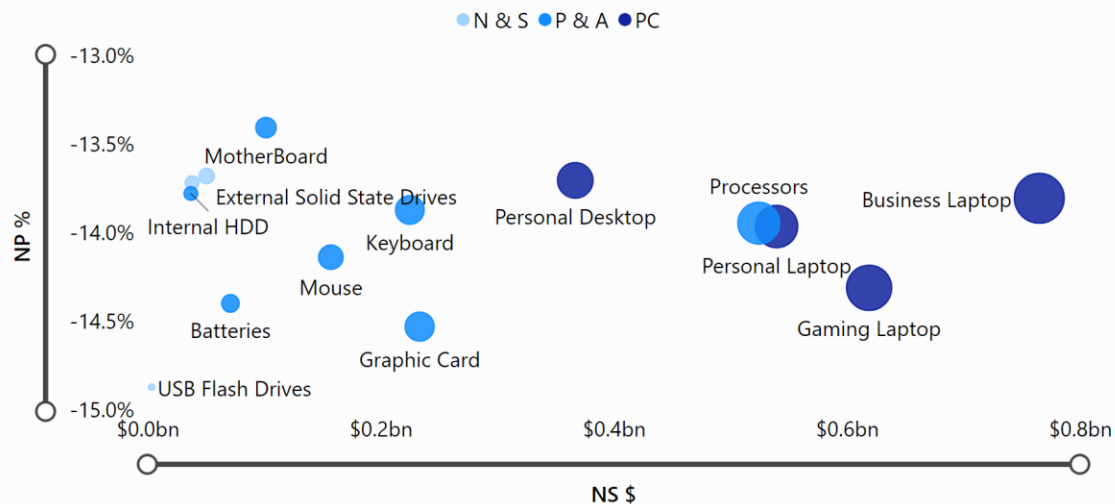


BUSINESS INSIGHT 360

2022 Est vs 2021 | Marketing View



Performance Matrix

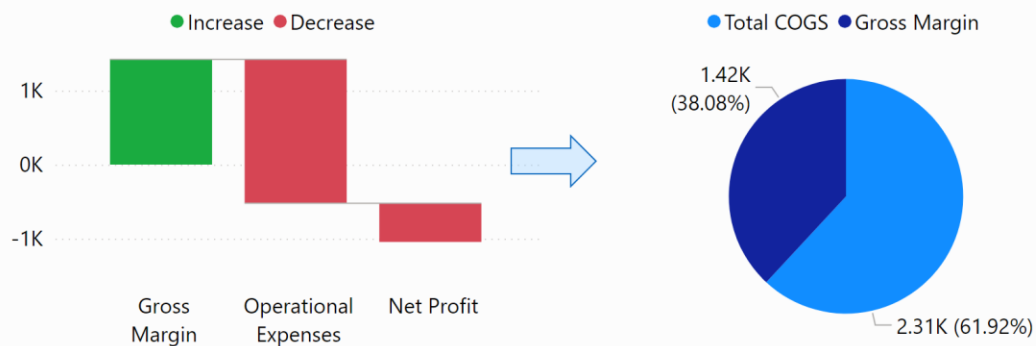


Product Performance

Segment ☒ Markets

Segments	NS \$	GM %	NP \$	NP %	-
+ Notebook	\$1,580.43M	38.03%	-222.16M	-14.06%	
+ Peripherals	\$897.54M	38.02%	-125.91M	-14.03%	
+ Desktop	\$711.08M	38.31%	-97.79M	-13.75%	
+ Accessories	\$454.10M	38.01%	-63.78M	-14.05%	
+ Storage	\$54.59M	38.33%	-7.51M	-13.76%	
+ Networking	\$38.43M	38.45%	-5.27M	-13.72%	
Total	\$3,736.17M	38.08%	-522.42M	-13.98%	-13.98%

Unit Economics





BUSINESS INSIGHT 360

2022 Est vs 2021 | Supply Chain View



Forecast Accuracy %

81.17%

LY: 80.21% | 1.2% ▲

Net Error

-3M

LY: -0.75M | 361.97% ▼

Absolute Error

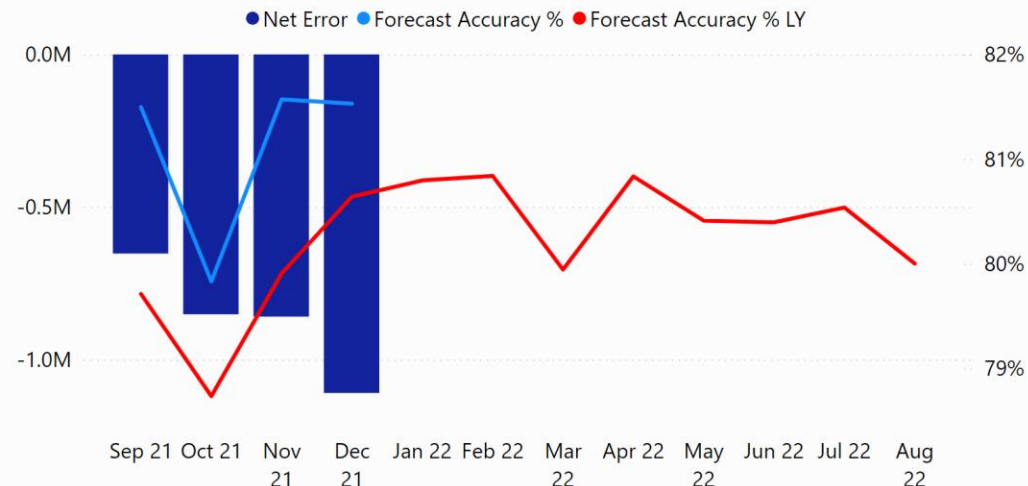
7M

LY: 9.78M | -29.46% ▲

Key Metrics By Customers

Customers	FA %	-	FA % LY	NE	NE %	Risk
Atliq e Store	74.22%		74.59%	-294868	-9.65%	OOS
Amazon	73.79%		74.54%	-464694	-9.22%	OOS
AtliQ Exclusive	70.35%		71.69%	-359242	-11.91%	OOS
Expert	62.93%		60.67%	-26489	-6.75%	OOS
Acclaimed Stores	57.74%		50.69%	83037	10.74%	EI
Electricalsbea Stores	55.74%		51.56%	-6352	-9.56%	OOS
Mbit	55.40%		62.34%	-43470	-22.29%	OOS
Argos (Sainsbury's)	54.78%		56.08%	-23040	-17.60%	OOS
walmart	54.78%		50.12%	84334	12.08%	EI
Staples	54.45%		49.38%	79821	11.51%	EI
Currys (Dixons Carphone)	54.29%		35.92%	8104	6.00%	EI
Flipkart	54.21%		52.59%	-13616	-1.09%	OOS
Power	54.06%		56.72%	-11212	-10.18%	OOS
Nomad Stores	53.44%		50.59%	3394	1.34%	EI
Radio Popular	52.94%		56.74%	-49354	-18.61%	OOS
Boulangier	52.69%		58.77%	-48802	-20.21%	OOS
Total	81.17%	0.81	80.21%	-3472690	-9.48%	OOS

Accuracy / Net Error Trend



Key Metrics By Customers

Segments	FA %	-	FA % LY	NE	NE %	Risk
Networking	93.06%		90.40%	-13K	-1.69%	OOS
Desktop	87.53%		84.37%	79K	10.24%	EI
Accessories	87.42%		77.66%	341K	1.72%	EI
Notebook	87.24%		79.99%	-47K	-1.69%	OOS
Storage	71.50%		83.54%	-628K	-25.61%	OOS
Peripherals	68.17%		83.23%	-3204K	-31.83%	OOS
Total	81.17%	0.81	80.21%	-3473K	-9.48%	OOS



BUSINESS INSIGHT 360

2022 Est vs 2021 | Executive View



Net Sales

\$3.74bn

BM: 823.85M | 353.5% ▲



Gross Margin %

38.08%

BM: 36.49% | 4.37% ▲



Net Profit %

-13.98%

BM: -6.63% | 110.79% ▲



Forecast Accuracy %

81.17%

LY: 80.21% | 1.2% ▲



Key Insights By Sub Zone

Sub Zone	NS \$	GM %	NP %	AtliQ MS %	-	RC %	-	Risk
ANZ	\$189.8M	43.5%	-7.4%	1.4%		5.08%		OOS
India	\$945.3M	35.8%	-23.0%	13.3%		25.30%		OOS
LATAM	\$14.8M	35.0% ↓	-2.9%	0.3%		0.40%		EI
NA	\$1,022.1M	45.0%	-14.2%	4.9%		27.36%		EI
NE	\$457.7M	32.8% ↓	-18.1%	6.8%		12.25%		OOS
ROA	\$788.7M	34.2% ↓	-6.3%	8.3%		21.11%		OOS
SE	\$317.8M	37.0% ↓	-4.0%	16.4%		8.51%		OOS
Total	\$3,736.2M	38.1%	-14.0%	5.9%	0.06	100.00%	1.00	OOS

REVENUE CONTRIBUTION

● Channel

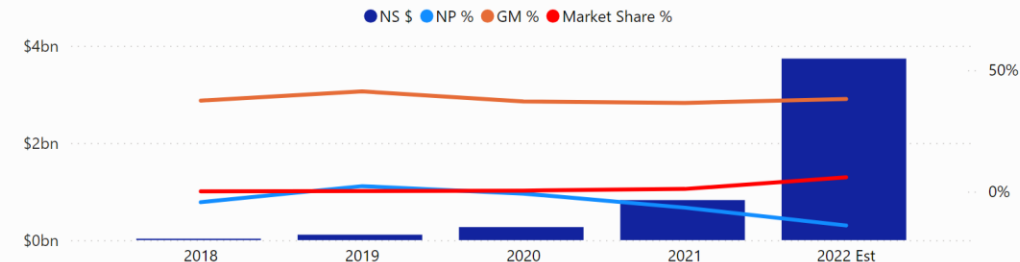
○ Division



● Direct ● Distributor ● Retailer



Yearly Trend with Revenue, GM %, NP %, PC Market Share %



Top 5 Customers By Revenue

Products	RC %	-	GM %
AQ HOME Allin1 Gen 2	5.7%		38.1%
AQ BZ Allin1 Gen 2	5.4%		38.5%
AQ Smash 2	4.1%		37.4%
AQ Home Allin1	4.1%		38.7%
AQ Smash 1	3.8%		37.4% ↓
Total	23.2%	0.23	38.1%

Top 5 Products By Revenue

Customers	RC %	-	GM %
Sage	3.4%		31.5% ↓
Flipkart	3.7%		42.1%
AtliQ Exclusive	9.7%		46.0%
AtliQ e Store	8.1%		36.9% ↓
Amazon	13.3%		36.8%
Total	38.2%	0.38	39.2%



PC Market Share Trend - AtliQ Competitors

