Net Sales Performance Over Time

$3.74bn✓
BM: 823.85M (+353.5%)
Net Sales

38.08%✓
BM: 36.49% (+4.37%)
GM %

-13.98% !
BM: -0.07 (-110.79%)
**Net Profit %**

Profit and Loss Statement

Line Item	2022est	BM	chg	chg %
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Total COGS	2,313.29	523.22	1,790.07	342.13
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Sales	3,736.17	823.85	2,912.32	353.50
Net Profit %	-13.98	-6.63	-7.35	110.79
Net Profit	-522.42	-54.65	-467.77	855.93
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Gross Margin %	38.08	36.49	1.59	4.37
Gross Margin	1,422.88	300.63	1,122.25	373.30
GM / Unit	15.76	5.99	9.77	162.95
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
- Other Cost	15.52	3.39	12.14	358.03
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64

Net Sales Performance Over Time

● Selection   ● vs BM

600
400
200
0

Sep21 Oct21 Nov21 Dec21 Jan22 Feb22 Mar22 Apr22 May22 Jun22 Jul22 Aug22
date
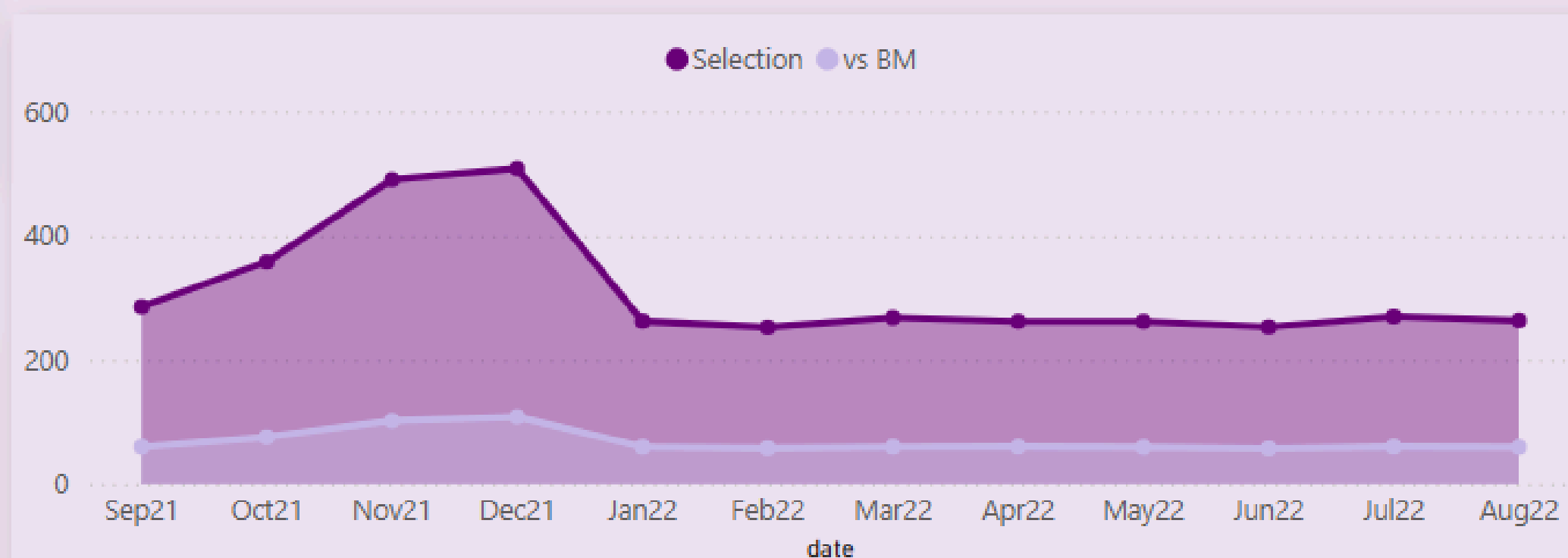
Top / Bottom Products and customers by Net Sales

region	P & L values	P & L YoY chg %
⊞ NA	1,022.09	474.40
⊞ LATAM	14.82	368.40
⊞ APAC	1,923.77	335.27
⊞ EU	775.48	286.26

segment	P & L values	P & L YoY chg %
⊞ Desktop	711.08	1,431.55
⊞ Notebook	1,580.43	493.06
⊞ Peripherals	897.54	439.03
⊞ Accessories	454.10	85.46
⊞ Storage	54.59	0.32
⊞ Networking	38.43	-14.89

Customer Performance

customer	NS $	GM $	GM %
Acclaimed Stores	$73.36M	29.58M	40.32%
All-Out	$4.41M	1.68M	38.17%
AltiQ Exclusive	$307.17M	145.05M	47.22%
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	$53.95M	21.10M	39.11%
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%

Performance Matrix

region, market: All

customer: All

segment, cate...: All

2019 2020 2021 **2022est**   Q1 Q2 Q3 Q4   YTD YTG **vs LY** vs TG

Threshold gap

3%

● APAC ● EU ● LATAM

GM % vs NS $
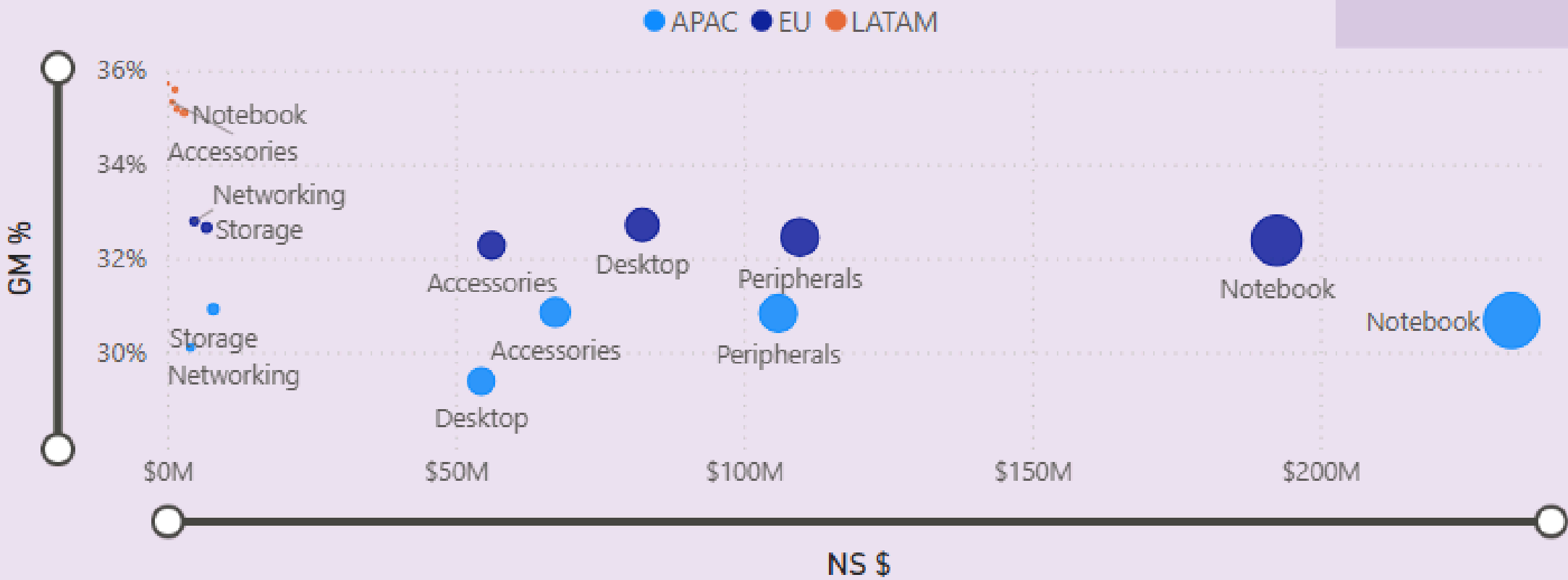
Product Performance

segment	NS $	GM $	GM %
⊞ Accessories	$454.10M	172.61M	38.01%
⊞ Desktop	$711.08M	272.39M	38.31%
⊞ Networking	$38.43M	14.78M	38.45%
⊞ Notebook	$1,580.43M	600.96M	38.03%
⊞ Peripherals	$897.54M	341.22M	38.02%
⊞ Storage	$54.59M	20.93M	38.33%

Unit Economics

● Net Sales ● Total Post Invoice Deduction ● Pre Invoice Deduction
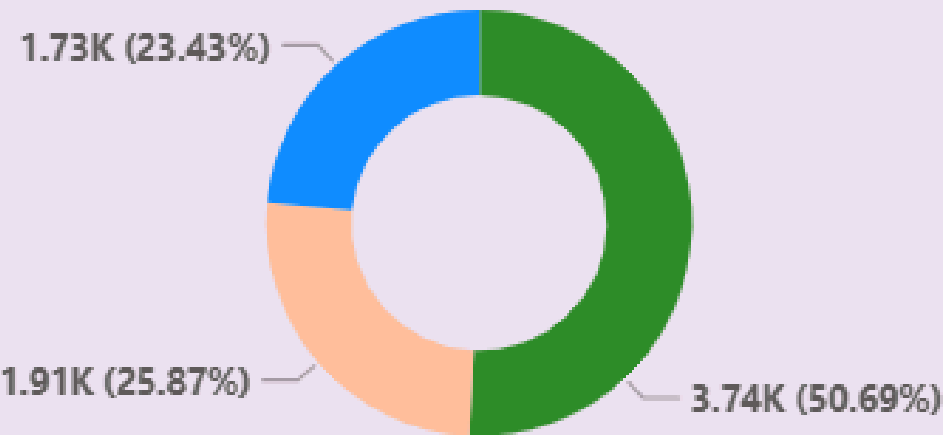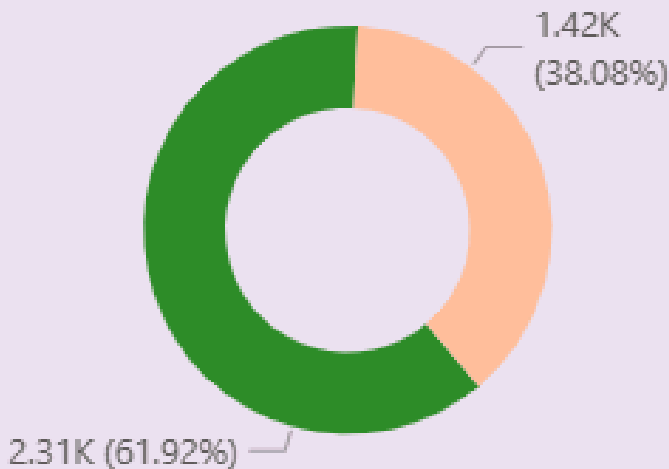
1.73K (23.43%)
1.91K (25.87%)
3.74K (50.69%)

● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)

Product Performance

segment	NS $	GM $	GM %	Net Profit	Net Profit %
⊞ Notebook	$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
⊞ Peripherals	$897.54M	341.22M	38.02%	-125.91M	-14.03%
⊞ Desktop	$711.08M	272.39M	38.31%	-97.79M	-13.75%
⊞ Accessories	$454.10M	172.61M	38.01%	-63.78M	-14.05%
⊞ Storage	$54.59M	20.93M	38.33%	-7.51M	-13.76%
⊞ Networking	$38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	**$3,736.17M**	**1422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Performance Matrix

Show GM %

● N & S ● P & A ● PC

Net Profit %

-13.7%   Storage
-13.8%   Desktop
-13.9%
-14.0%   Accessories   Notebook
         Peripherals
-14.1%

$0.0bn $0.5bn $1.0bn $1.5bn $2.0bn

NS $
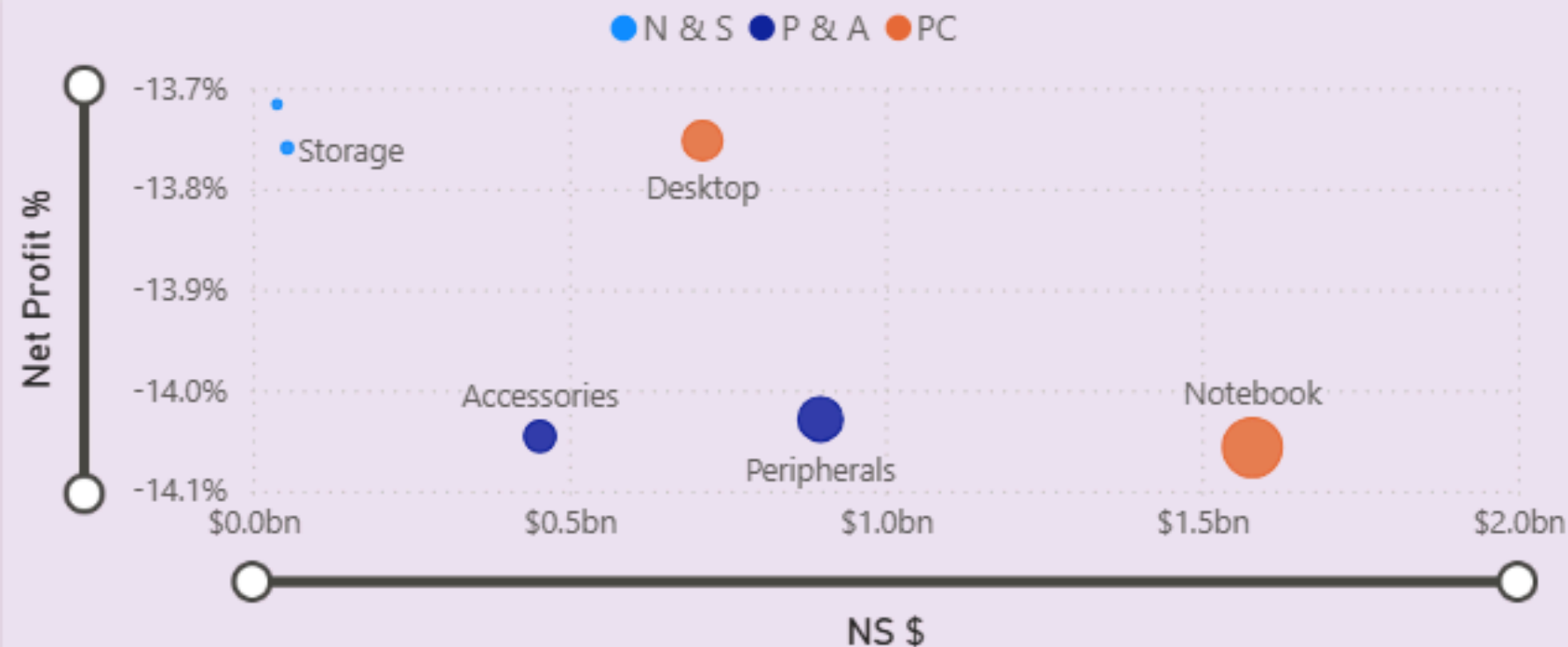
Region/Market/Customer Performance

region	NS $	GM $	GM %	Net Profit	Net Profit %
⊞ APAC	$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
⊞ EU	$775.48M	267.80M	34.53%	-95.52M	-12.32%
⊞ LATAM	$14.82M	5.19M	35.02%	-0.44M	-2.95%
⊞ NA	$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
Total	**$3,736.17M**	**1422.88M**	**38.08%**	**-522.42M**	**-13.98%**

Unit Economics

● Total COGS ● Gross Margin
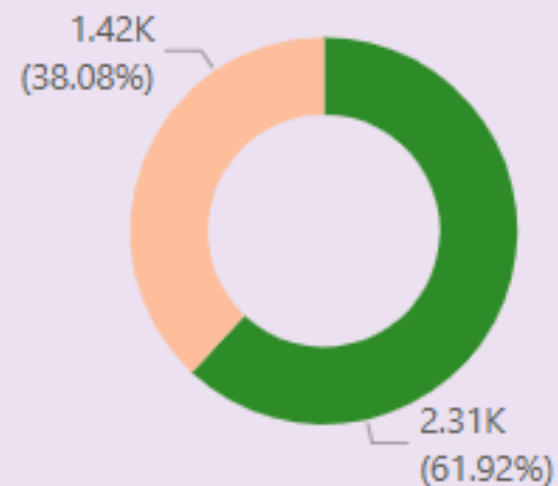
1.42K
(38.08%)

2.31K
(61.92%)

● Increase ● Decrease

2K
1.4K
0K
-0.5K
-1.9K
-2K

Gross Margin   Operation... Expense   Net Profit

region, market — All
customer — All
segment, cate... — All
2019 | 2020 | 2021 | 2022est
Q1 | Q2 | Q3 | Q4
YTD | YTG | vs LY | vs TG

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

-3472.7K ✓
LY: -751.7K (+361.97%)
Net Error

6.9M ✓
LY: 9.78M (+29.46%)
ABS Error

Accuracy / Net Errror Trend

● Net Error ● Forecast Accuracy % ● Forcast Accuracy LY %

(trend chart by date: Sep21, Oct21, Nov21, Dec21, Jan22, Feb22, Mar22, Apr22, May22, Jun22, Jul22, Aug22)

date

Key Metrics by Customer

customer	Forecast Accuracy %	Net error %	Net Error	Risk
Acclaimed Stores	57.74%	10.74%	83037	EI
All-Out	43.96%	-0.32%	-150	OS
AltiQ Exclusive	71.42%	-8.73%	-221177	OS
Amazon	73.79%	-9.22%	-464694	OS
Argos (Sainsbury's)	54.78%	-17.60%	-23040	OS
Atlas Stores	49.53%	-2.31%	-4182	OS
Atliq e Store	74.22%	-9.65%	-294868	OS
Atliq Exclusive	29.71%	-28.62%	-138065	OS
BestBuy	46.60%	16.72%	81179	EI
Billa	42.63%	3.91%	3704	EI
Boulanger	52.69%	-20.21%	-48802	OS
Chip 7	34.56%	-35.01%	-85293	OS
Chiptec	50.49%	-11.36%	-20102	OS
Circuit City	46.17%	16.55%	85248	EI
Control	52.06%	13.01%	64731	EI
Coolblue	47.66%	-15.34%	-34790	OS
Costco	51.95%	15.79%	101913	EI
Total	**81.17%**	**-9.48%**	**-3472690**	**OS**
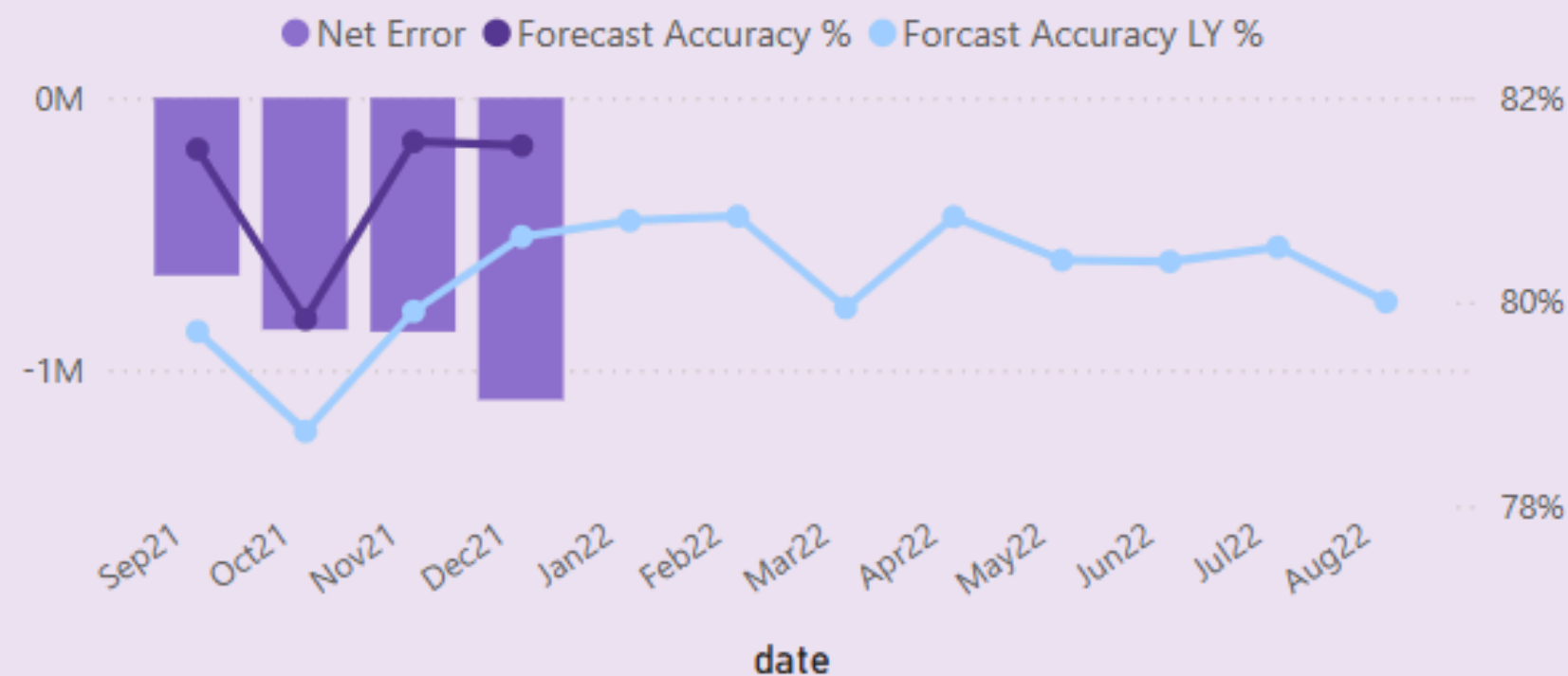
Key Metrics by Products

segment	Forecast Accuracy %	Forcast Accuracy LY %	Net Error	Risk
⊞ Accessories	87.42%	77.66%	341468	EI
⊞ Desktop	87.53%	84.37%	78576	EI
⊞ Networking	93.06%	90.40%	-12967	OS
⊞ Notebook	87.24%	79.99%	-47221	OS
⊞ Peripherals	68.17%	83.23%	-3204280	OS
⊞ Storage	71.50%	83.54%	-628266	OS

Filters
region, market: All | customer: All | segment, cate...: All

Years: 2019 | 2020 | 2021 | **2022est**

Periods: Q1 | Q2 | Q3 | Q4 | YTD | YTG | **vs LY** | vs TG

KPIs

Net Sales	GM %	Net Profit %	Forecast Accuracy
$3.74bn ✓	38.08% ✓	-13.98% !	81.17% ✓
BM: 823.85M (+353.5%)	BM: 36.49% (+4.37%)	BM: -0.07 (-110.79%)	LY: 80.21% (+1.2%)

Key Insights By Sub Zone

sub_zone	NS $	RC %	Atliq MS %	GM %	Net Profit %	Net error %	Risk
NE	$457.7M	12.3%	6.80%	32.80% ↓	-18.09%	-4.56%	OS
ROA	$788.7M	21.1%	8.32%	34.19% ↓	-6.32%	-4.56%	OS
LATAM	$14.8M	0.4%	0.28%	35.02% ↓	-2.95%	3.37%	EI
India	$945.3M	25.3%	13.26%	35.75%	-22.99%	-24.37%	OS
SE	$317.8M	8.5%	16.40%	37.03% ↓	-4.00%	-55.47%	OS
ANZ	$189.8M	5.1%	1.36%	43.50%	-7.39%	-37.61%	OS
NA	$1,022.1M	27.4%	4.87%	44.97%	-14.22%	14.35%	EI
Total	**$3,736.2M**	**100.0%**	**5.87%**	**38.08%**	**-13.98%**	**-9.48%**	**OS**

Revenue by Division
● PC ● P & A ● N & S
36.18% | 61.33%

Revenue by Channel
● Retailer ● Direct ● Distributor
10.67% | 16.36% | 72.97%
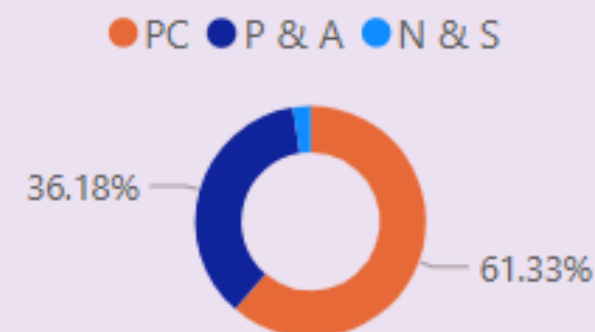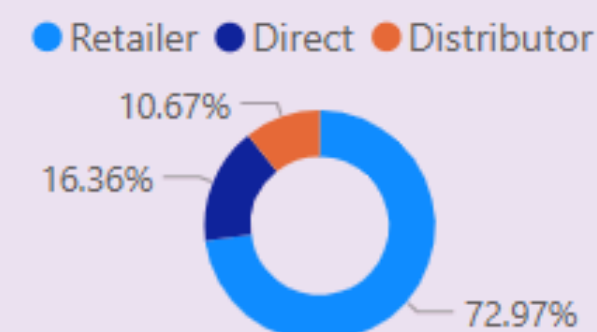
Yearly Trend By Revenue, GM % , Net Profit % , PC Market Share %
● NS $ ● GM % ● Net Profit % ● Atliq MS %
(years 2018, 2019, 2020, 2021, 2022)
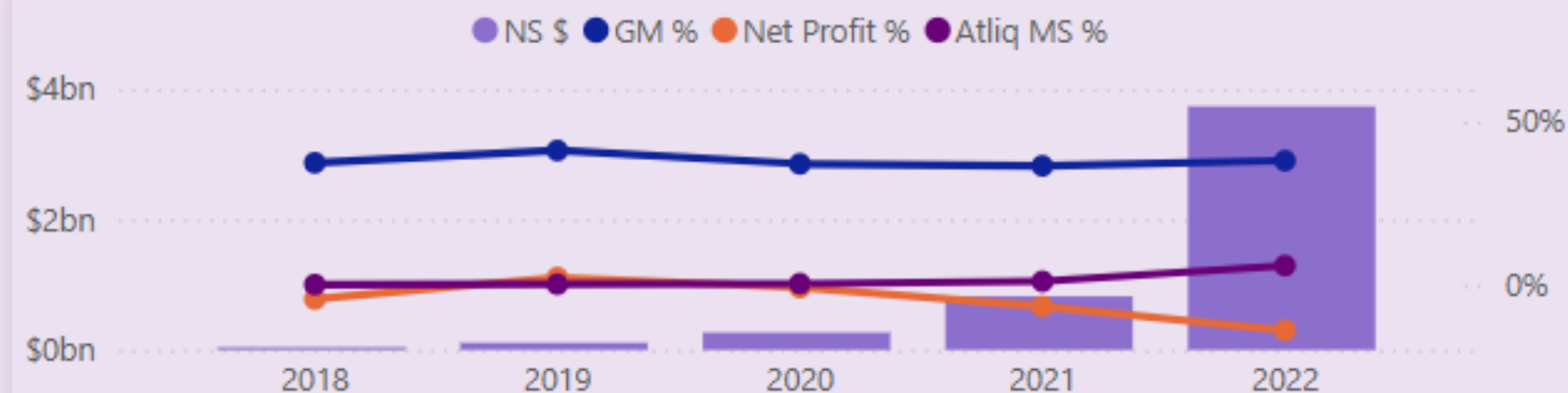
PC Market Share Trend - AtliQ & Competitors
manufacturer ● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022est
	25.7%	22.4%	22.8%	21.8%	22.3%
	11.2%	10.1%	10.2%	9.6%	9.9%
					7.9%
	8.7%	8.1%	7.6%	7.7%	7.6%
	7.8%	7.8%	7.0%	7.6%	
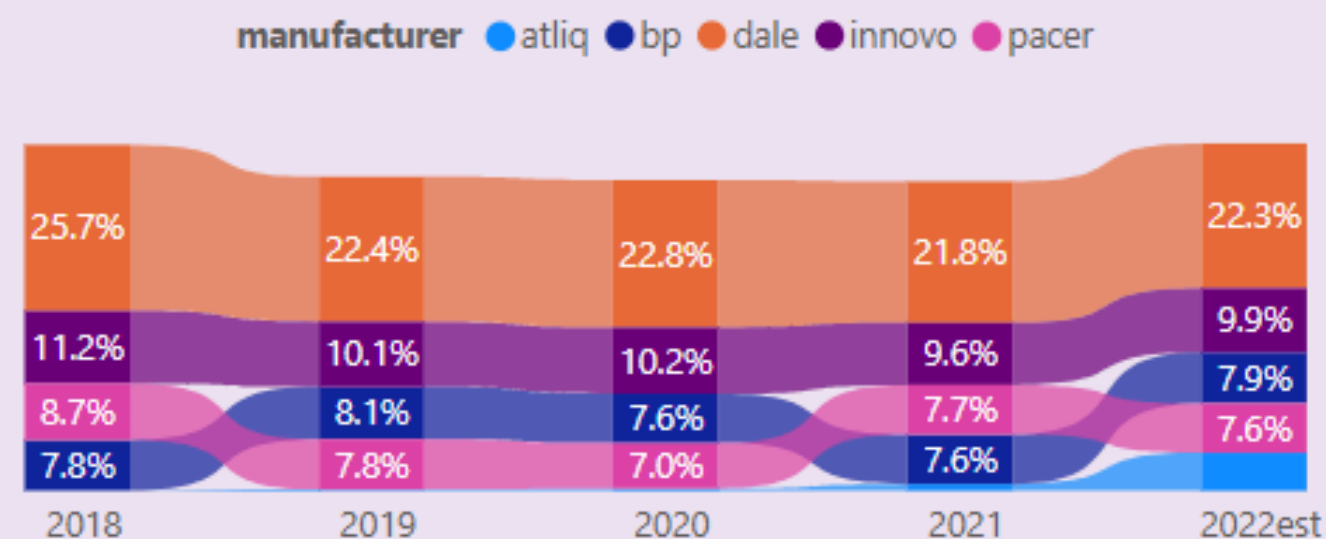
Top 5 Customers By Revenue

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% ↓

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%

BM - Benchmark . LY - Last Year . EI = Excess Inventory . OS- Out of Stock

Top 5 and Bottom 5 Products based on GM % Growth

product	GM %	GM % LY	GM Growth %
⊟ **AQ F16**			
Relief	48.92%		48.92%
AltiQ Exclusive	47.53%		47.53%
Neptune	47.12%		47.12%
Circuit City	47.11%		47.11%
Premium Stores	46.79%		46.79%

product	GM %	GM % LY	GM Growth %
⊞ AQ Lumina Ms	38.17%	39.27%	-1.10%
⊞ AQ Clx3	36.85%	38.70%	-1.85%
⊞ AQ MB Elite		36.15%	-36.15%
⊞ AQ Wi Power Dx1		36.68%	-36.68%
⊞ AQ 5000 Series Electron 9 5900X Desktop Processor		36.76%	-36.76%

Top 5 markets based on GM % Growth

market	NS $	GM %	GM % LY	GM Growth %
USA	$770.26M	44.48%	36.89%	7.59%
Canada	$251.83M	46.49%	38.22%	8.27%
Australia	$119.33M	45.08%	32.94%	12.14%
Spain	$88.35M	45.32%	32.99%	12.33%
Italy	$71.28M	39.18%	30.18%	9.01%

Customer Performance Vs Target

customer	NS $	GM $	GM %
Novus	$40.80M	8.77M	21.49%
Notebillig	$6.66M	1.52M	22.81%
Billa	$6.82M	1.62M	23.80%
Otto	$6.47M	1.56M	24.16%
Saturn	$6.49M	1.72M	26.49%
Synthetic	$52.24M	14.76M	28.25%
Electricalsquipo Stores	$16.09M	4.55M	28.26%
Electricalslance Stores	$9.17M	2.62M	28.56%
Surface Stores	$11.01M	3.25M	29.49%
Nova	$1.71M	0.52M	30.20%
Logic Stores	$23.27M	7.09M	30.45%

Thank You.

Get In Touch With Me

bbalyan1996@gmail.com   Linkedin