

Get A Comprehensive View of each Vertical of the Business



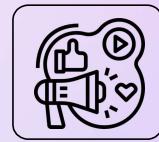
Finance View

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



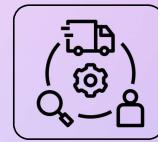
Sales View

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.



AtliQ Pvt. Limited

Business Insights 360

* Values are in Dollars & Millions

region, market ▾ customer ▾ segment, category, pr... ▾

All All All

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

Net Sales Performance Over Time

vs LY vs Target



\$3.74bn✓

BM: 823.85M (+353.5%)

Net Sales

38.08%✓

BM: 36.49% (+4.37%)

GM %

-13.98%!

BM: -6.63% (-110.79%)

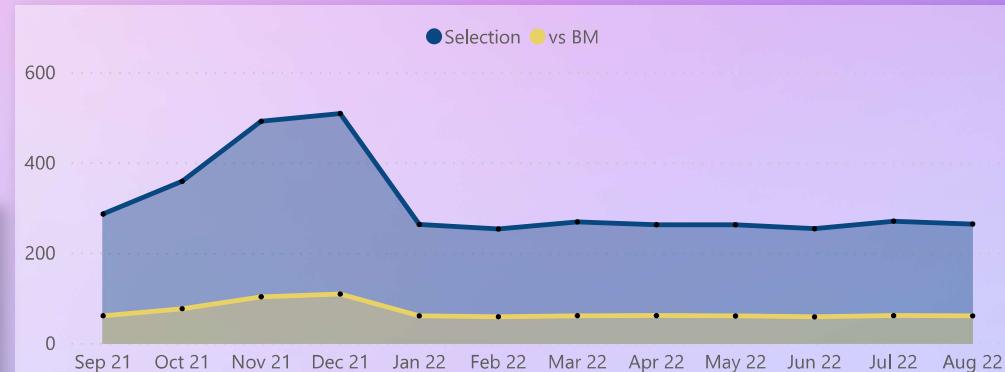
Net Profit %



Line Item

2022 Est BM Chg Chg %

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	1,906.95	448.29	1,458.67	325.39
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 Expense	-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



Top / Bottom Products & Customers by Net Sales

region	P & L values	P & L Chg %	segment	
			P & L values	P & L Chg %
APAC	1,923.77	335.27	Accessories	454.10 85.46
EU	775.48	286.26	Desktop	711.08 1,431.55
LATAM	14.82	368.40	Networking	38.43 -14.89
NA	1,022.09	474.40	Notebook	1,580.43 493.06
Total	3,736.17	353.50	Peripherals	897.54 439.03
			Storage	54.59 0.32
			Total	3,736.17 353.50

BM = Benchmark, LY=Last Year, NS = Net Sales, GM = Gross Margin, YTG = Year to Go, YTD = Year to Date

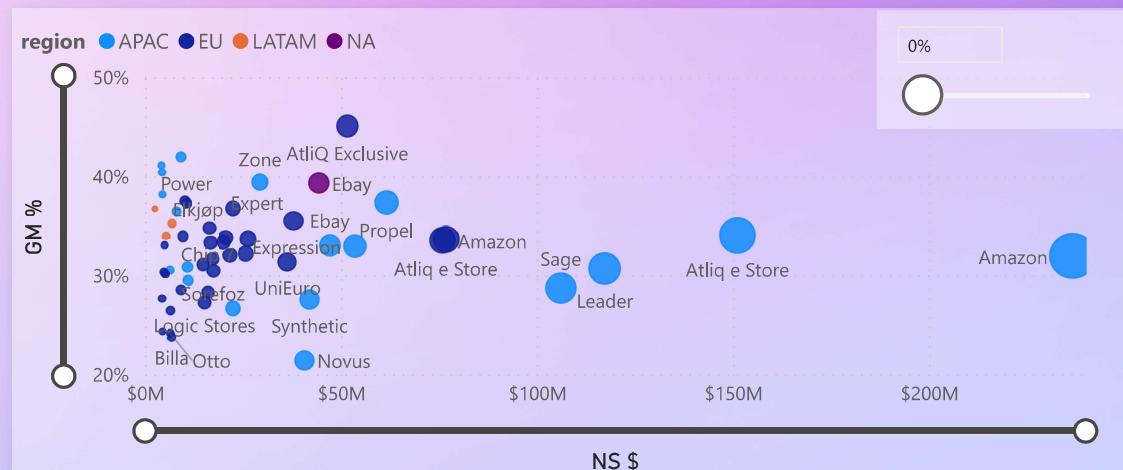
region, market	customer	segment, category, pr...
All	All	All

2019	2020	2021	2022 Est	Q1	Q2	Q3	Q4	YTD	YTG
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Customer Performance

customer	NS \$	GM \$	GM %
Amazon	\$496.88M	182.77M	36.78%
AtliQ Exclusive	\$361.12M	166.15M	46.01%
Atliq e Store	\$304.10M	112.15M	36.88%
Flipkart	\$138.49M	58.37M	42.14%
Sage	\$127.86M	40.31M	31.53%
Leader	\$117.32M	36.02M	30.70%
Neptune	\$105.69M	49.36M	46.70%
Ebay	\$91.60M	33.06M	36.09%
Acclaimed Stores	\$73.36M	29.58M	40.32%
walmart	\$72.41M	33.06M	45.66%
Electricalslytical	\$68.05M	25.34M	37.24%
Total	\$3,736.17M	1,422.88M	38.08%

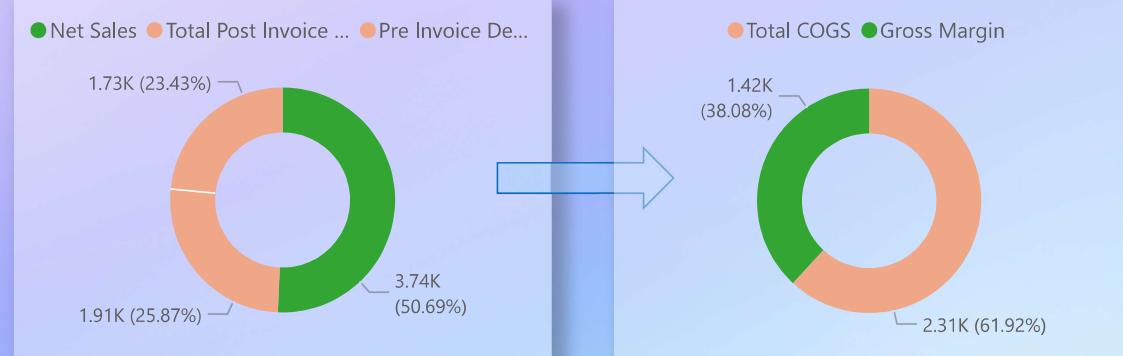
Performance Matrix



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



region, market	customer	segment, category, pr...
All	All	All

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Product Performance



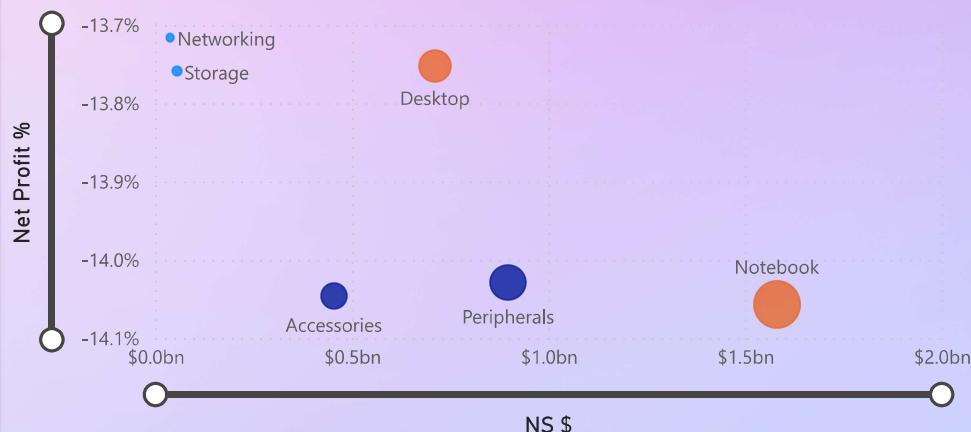
2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

Performance Matrix

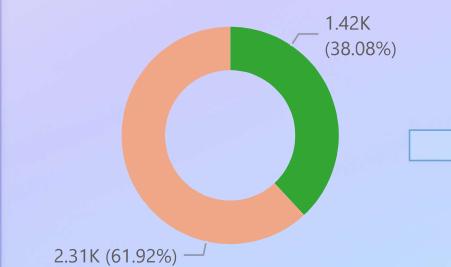
division N & S P & A PC



Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Gross Margin Total COGS



Unit Economics



COGS = Cost of Goods Sold

region, market ▾ customer ▾ segment, category, pr... ▾

All ▾ All ▾ All ▾

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

Q1 Q2 Q3 Q4

Q1 Q2 Q3 Q4

Q1 Q2 Q3 Q4

YTD YTG

YTD YTG

The chart shows the trend of accuracy and net error over time. The Y-axis ranges from -1M to 82%. The X-axis shows months from Sep 21 to Aug 22. The blue bars represent Net Error, which fluctuates between -1M and 0M. The green line represents Forecast Accuracy %, starting at ~82% in Sep 21 and dipping to ~80% in Oct 21 before recovering to ~82% by Dec 21. The purple line represents Forecast Accuracy % LY, starting at ~80% in Sep 21 and dipping to ~78% in Oct 21 before recovering to ~80% by Dec 21.

Date	Net Error (M)	Forecast Accuracy %	Forecast Accuracy % LY
Sep 21	-0.5	82%	80%
Oct 21	-0.8	80%	78%
Nov 21	-0.5	82%	80%
Dec 21	-0.5	82%	80%
Jan 22	-0.8	81%	80%
Feb 22	-0.8	81%	80%
Mar 22	-1.0	80%	79%
Apr 22	-0.8	82%	81%
May 22	-0.5	81%	80%
Jun 22	-0.8	81%	80%
Jul 22	-0.8	81%	80%
Aug 22	-0.8	80%	79%

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Atliq e Store	74.22%	74.59%	-294868.00	-9.6%	OOS
Amazon	73.79%	74.54%	-464694.00	-9.2%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242.00	-11.9%	OOS
Mbit	55.40%	62.34%	-43470.00	-22.3%	OOS
Euronics	45.25%	60.79%	-67489.00	-37.4%	OOS
Expert	62.93%	60.67%	-26489.00	-6.7%	OOS
Boulanger	52.69%	58.77%	-48802.00	-20.2%	OOS
UniEuro	50.30%	58.22%	-89065.00	-23.9%	OOS
Radio Popular	52.94%	56.74%	-49354.00	-18.6%	OOS
Power	54.06%	56.72%	-11212.00	-10.2%	OOS
Flawless Stores	50.73%	56.29%	-21201.00	-24.7%	OOS
Argos (Sainsbury's)	54.78%	56.08%	-23040.00	-17.6%	OOS
Info Stores	50.29%	55.99%	-19146.00	-22.6%	OOS
Premium Stores	51.71%	55.64%	-17551.00	-8.0%	OOS
Sorefroz	23.48%	55.21%	-100677.00	-61.1%	OOS
Electricals lance Stores	41.07%	54.69%	-39358.00	-41.9%	OOS
Fnac-Darty	48.56%	54.33%	-36952.00	-23.4%	OOS
Total	81.17%	80.21%	-3472690.00	-9.5%	OOS

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Accessories	87.42%	77.66%	341468.00	-14.05%	El
Desktop	87.53%	84.37%	78576.00	-13.75%	El
Networking	93.06%	90.40%	-12967.00	-13.72%	OOS
Notebook	87.24%	79.99%	-47221.00	-14.06%	OOS
Storage	71.50%	83.54%	-628266.00	-13.76%	OOS
Peripherals	68.17%	83.23%	-3204280.00	-14.03%	OOS
Total	81.17%	80.21%	-3472690.00	-13.98%	OOS

region, market	customer	segment, category, pr...
All	All	All

2019	2020	2021	2022 Est
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Q1	Q2	Q3	Q4
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vs LY	vs Target
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\$3.74bn✓
BM: 823.85M
(+353.5%)

38.08%✓
BM: 36.49% (+4.37%)

-13.98%!
BM: -6.63%
(-110.78%)

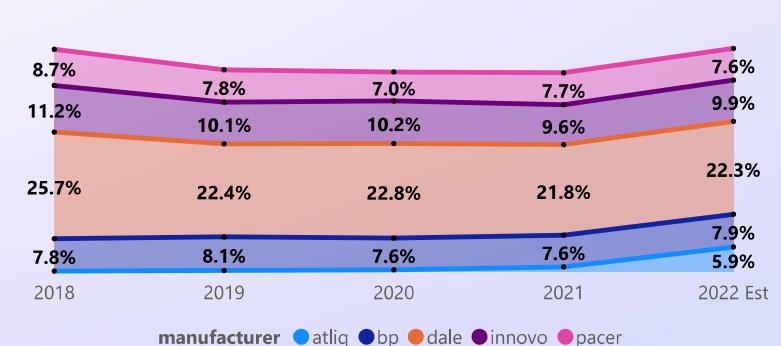
81.17%✓
BM: 80.21% (+1.2%)

Forecast Accuracy

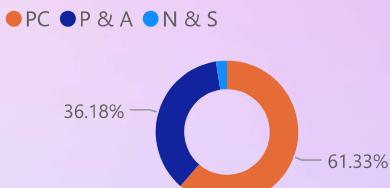
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
ROA	\$788.7M	21.1%	34.2% ↓	-6.3%	8.3%	-4.6%	OOS
NE	\$457.7M	12.3%	32.8% ↓	-18.1%	6.8%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0% ↓	-4.0%	16.4%	-55.5%	OOS
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
LATAM	\$14.8M	0.4%	35.0% ↓	-2.9%	0.3%	3.4%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.5%	OOS

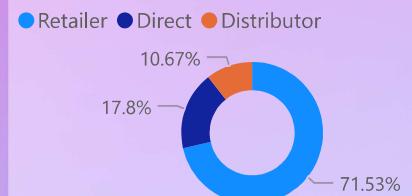
PC Market Share Trend - AtliQ & Competitors



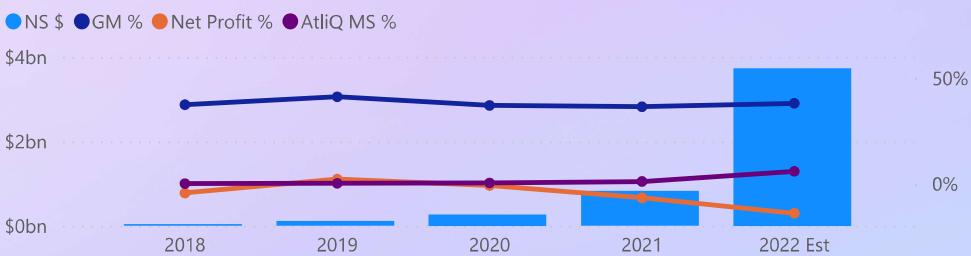
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.4%	31.53% ↓
Flipkart	3.7%	42.14%
AtliQ Exclusive	9.7%	46.01%
AtliQ e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
Total	38.2%	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%

BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock, RC = Revenue Contribution