

# Comprehensive Business Insights



Finance



Sales



Marketing



Supply Chain



Executive

Values in Dollars & Millions

region, market

All

customer

All

segment, catego...

All

2019

2020

2021

2022  
EST

Q1

Q2

Q3

Q4



NS \$  
**\$3.74bn✓**  
BM: 0.82bn  
(+353.5%)

Gross margin %  
**38.1%✓**  
BM: 36.49%  
(+4.37%)

Net profit %  
**-14.0%!**  
BM: -6.63%  
(-110.79%)

VS LY

VS  
Target

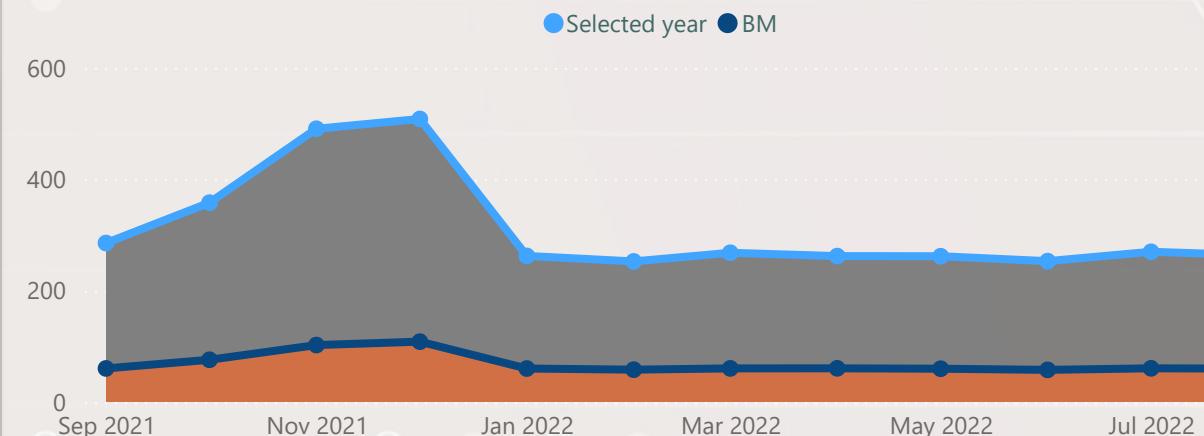
Line Item

2022 EST Benchmark 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



## Net Sales Over Time



## Region P&amp;L values P&amp;L YOY CHG %

+ APAC	1,923.77	335.27
+ EU	775.48	286.26
+ LATAM	14.82	368.40
+ NA	1,022.09	474.40

## Segment P&amp;L values P&amp;L YOY CHG %

+ Storage	54.59	0.32
+ Peripherals	897.54	439.03
+ Notebook	1,580.43	493.06
+ Networking	38.43	-14.89
+ Desktop	711.08	1,431.55
+ Accessories	454.10	85.46

LY = Last Year, BM = Benchmark, CHG = Change

region, market

All

segment, categ...

All

customer

All

2019

2020

2021

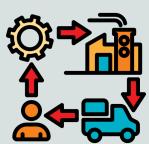
2022  
EST

Q1

Q2

Q3

Q4



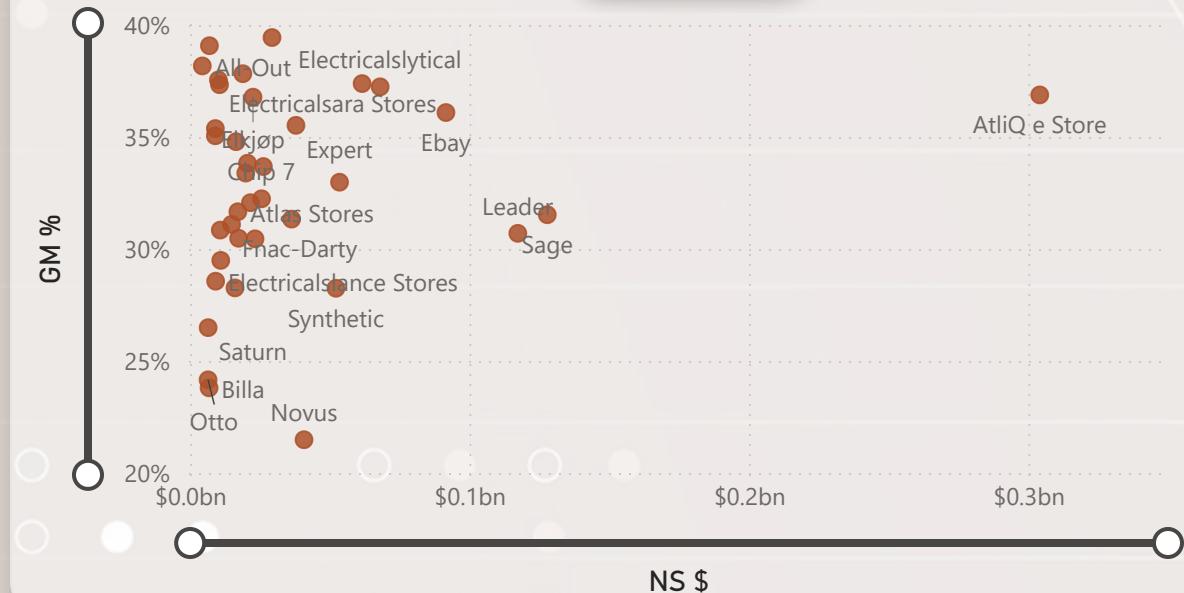
Customer	NS \$	GM \$	GM %	Qty
Amazon	\$496.88M	182.77M	36.8%	12.30M
AtliQ Exclusive	\$361.12M	166.15M	46.0%	7.59M
AtliQ e Store	\$304.10M	112.15M	36.9% <span style="color:red">↓</span>	7.55M
Flipkart	\$138.49M	58.37M	42.1%	3.08M
Neptune	\$105.69M	49.36M	46.7%	2.16M
Sage	\$127.86M	40.31M	31.5% <span style="color:red">↓</span>	3.41M
Leader	\$117.32M	36.02M	30.7% <span style="color:red">↓</span>	3.22M
walmart	\$72.41M	33.06M	45.7%	1.50M
<b>Total</b>	<b>\$3,736.17M</b>	<b>1,422.88M</b>	<b>38.1%</b>	<b>90.30M</b>

Segment	Total disct %	NS \$	GM \$	GM %
[+] Networking	49.34	\$38.43M	14.78M	38.5%
[+] Storage	49.27	\$54.59M	20.93M	38.3%
[+] Desktop	49.32	\$711.08M	272.39M	38.3%
[+] Notebook	49.28	\$1,580.43M	600.96M	38.0%
[+] Peripherals	49.34	\$897.54M	341.22M	38.0%
[+] Accessories	49.29	\$454.10M	172.61M	38.0%

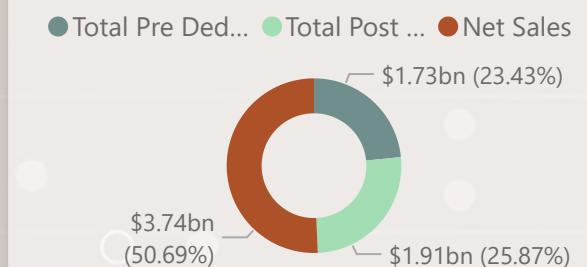
LY = Last Year, BM = Benchmark



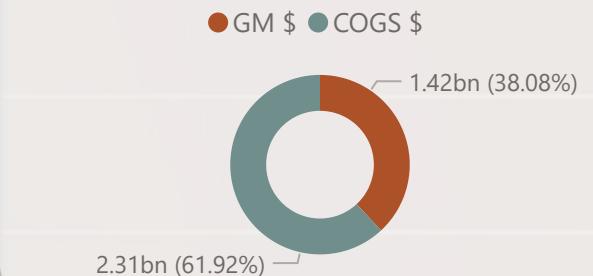
### Customer Performance



### Gross Sales Breakdown



### Net Sales Breakdown



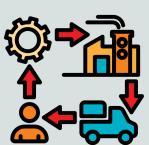
region, mar... ▾  
All

segment, categ... ▾  
All

customer ▾  
All

2018 2019 2020 2021 2022  
EST

Q1 Q2 Q3 Q4



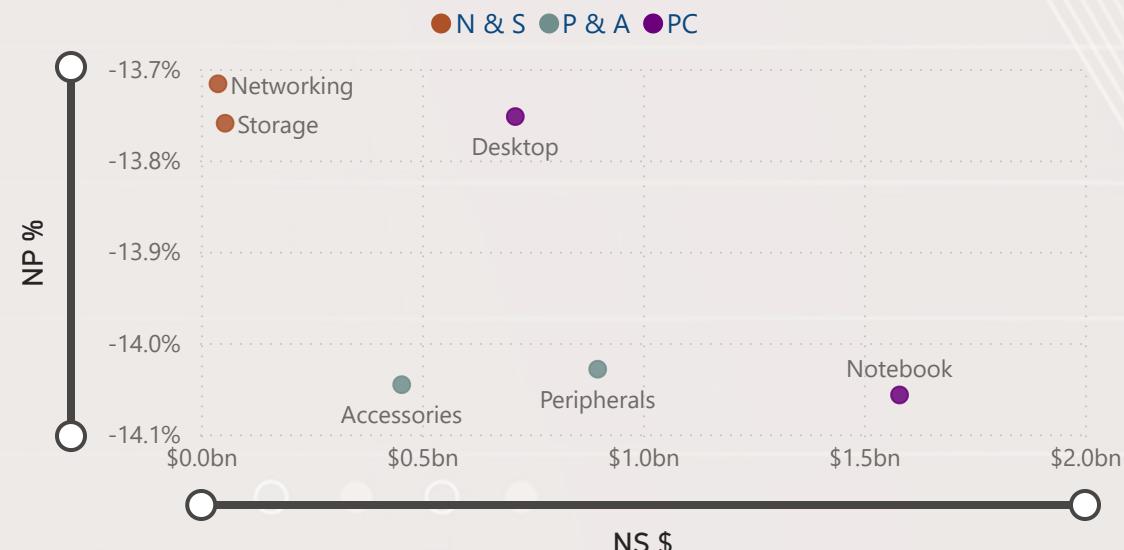
### Product Performance

Segment	NS \$	GM \$	GM %	NP \$	NP %
Notebook	\$1,580.43M	600.96M	38.0%	-222.16M	-14.1%
Peripherals	\$897.54M	341.22M	38.0%	-125.91M	-14.0%
Desktop	\$711.08M	272.39M	38.3%	-97.79M	-13.8%
Accessories	\$454.10M	172.61M	38.0%	-63.78M	-14.0%
Storage	\$54.59M	20.93M	38.3%	-7.51M	-13.8%
Networking	\$38.43M	14.78M	38.5%	-5.27M	-13.7%

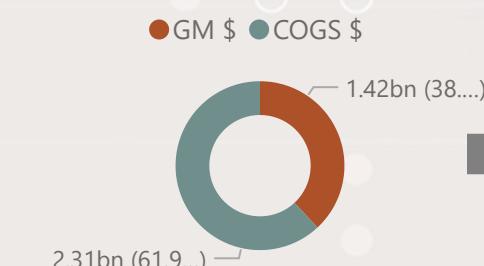
### Region / Market Performance

Region	NS \$	GM \$	GM %	NP \$	NP %
APAC	\$1,923.77M	690.21M	35.9%	-281.16M	-14.6%
NA	\$1,022.09M	459.68M	45.0%	-145.31M	-14.2%
EU	\$775.48M	267.80M	34.5%	-95.52M	-12.3%
LATAM	\$14.82M	5.19M	35.0%	-0.44M	-2.9%

Show GM %



### Gross Margin VS COGS



LY = Last Year, BM = Benchmark

region, market  
All

segment, catego...  
All

customer  
All

2019  
2020  
2021  
**2022 EST**

Q1  
Q2  
Q3  
Q4



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

Net Error  
**-3472.69K!**  
LY: -751.71K  
(+361.97%)

ABS Error  
**6899.04K!**  
LY: 9780.74K  
(+29.46%)

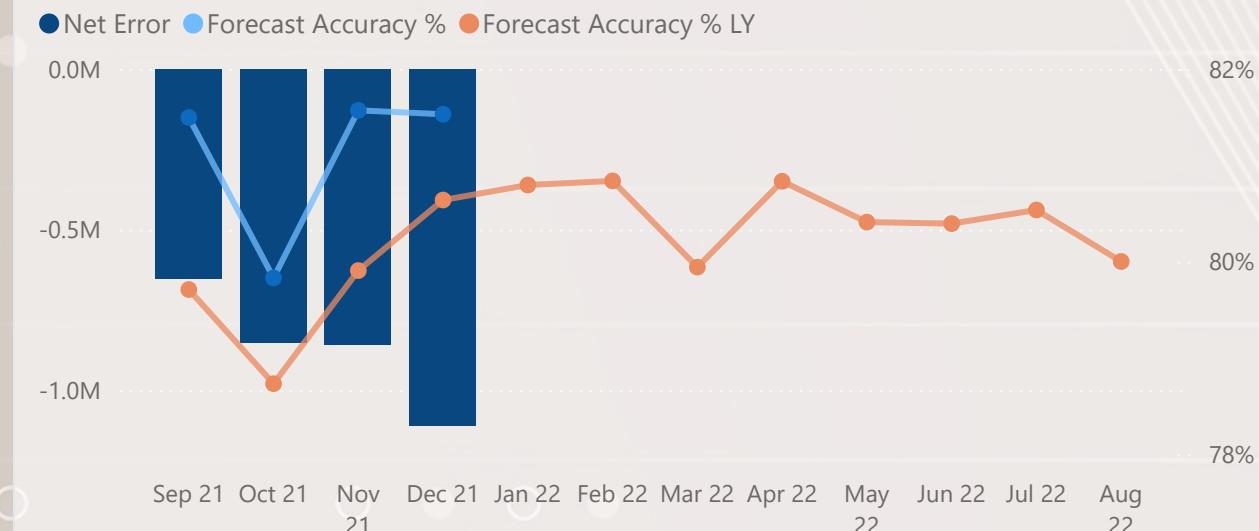


#### Key Metrics by Customer

Customer	Net Error	Forecast Accuracy %	Forecast Accuracy % LY	Risk
Acclaimed Stores	83K	57.74%	50.69%	EI
BestBuy	81K	46.60%	35.31%	EI
Billa	4K	42.63%	18.29%	EI
Circuit City	85K	46.17%	35.02%	EI
Control	65K	52.06%	47.42%	EI
Costco	102K	51.95%	49.42%	EI
Currys (Dixons Carphone)	8K	54.29%	35.92%	EI
Leader	167K	48.72%	24.45%	EI
Logic Stores	6K	52.49%	51.44%	EI
Nomad Stores	3K	53.44%	50.59%	EI
Notebillig	1K	42.70%	18.87%	EI
Otto	2K	45.76%	18.37%	EI
Path	91K	50.57%	45.53%	EI
Radio Shack	69K	45.64%	38.46%	EI
Sade	154K	50.72%	33.58%	EI

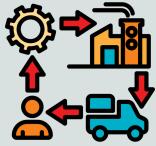


#### Net Error/ Forecast Accuracy Trend



#### Key Metrics by Product

Segment	ABS Error	Net Error	Forecast Accuracy %	Risk
Accessories	2491K	341K	87.42%	EI
Desktop	96K	79K	87.53%	EI
Networking	53K	-13K	93.06%	OS
Notebook	356K	-47K	87.24%	OS
Peripherals	3204K	-3204K	68.17%	OS
Storage	699K	-628K	71.50%	OS



LY = Last Year, BM = Benchmark, EI = Excessive Inventory, OS = Out of Stock



region, market

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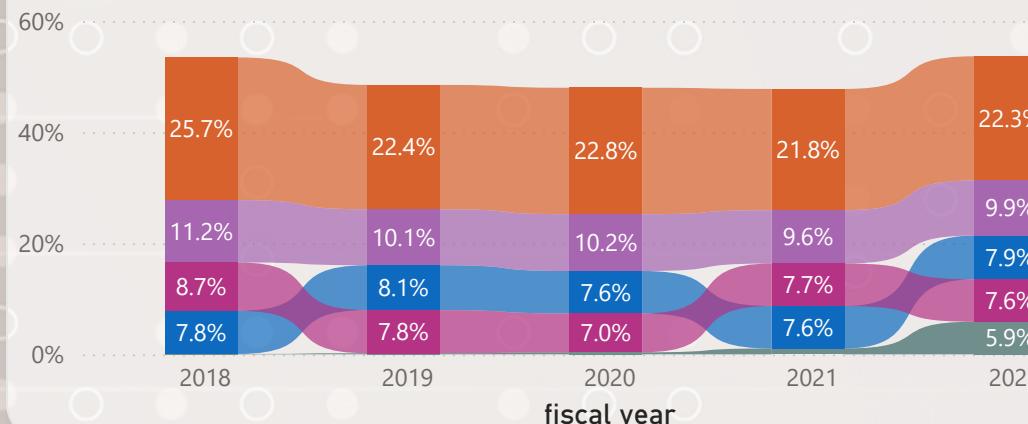
Forecast Accuracy  
**81.17%**✓  
BM: 80.21%  
(+1.2%)

### Key Insights by Sub\_zone

Sub_zone	NS \$	RC %	GM %	NP %	AtliQ %	Net Error %	Risk	
NA	\$1,022.09M	27.4%	45.0%	-14.2%	4.9%	14.35%	EI	
India	\$945.34M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OS	
ROA	\$788.66M	21.1%	34.2%	↓	-6.3%	8.3%	-4.56%	OS
NE	\$457.71M	12.3%	32.8%	↓	-18.1%	6.8%	-4.56%	OS
SE	\$317.78M	8.5%	37.0%	↓	-4.0%	16.4%	-55.47%	OS
ANZ	\$189.78M	5.1%	43.5%	-	-7.4%	1.4%	-37.61%	OS
Total	<b>\$3,736.17M</b>	<b>100.0%</b>	<b>38.1%</b>	<b>-14.0%</b>	<b>5.9%</b>	<b>-9.48%</b>	<b>OS</b>	

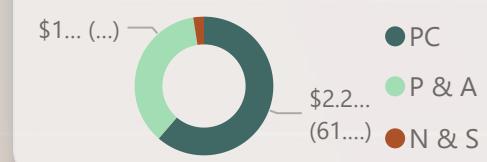
### PC Market Share Trend - AtliQ & Competitors

● AtliQ % ● bp % ● dale % ● innovo % ● pacer %



LY = Last Year, BM = Benchmark, EI = Excessive Inventory, OS = Out of Stock,

### Revenue by Division

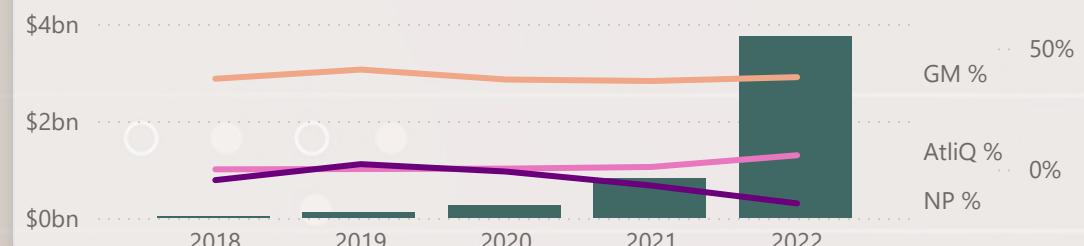


### Revenue by Channel



### Key Metrics Yearly Trend and AtliQ Market Share%

● NS \$ ● AtliQ % ● GM % ● NP %



### Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.8%
AtliQ Exclusive	9.7%	46.0%
AtliQ e Store	8.1%	36.9% ↓
Flipkart	3.7%	42.1%
Sage	3.4%	31.5% ↓
<b>Total</b>	<b>38.2%</b>	<b>39.2%</b>

### Top 5 Products by Revenue

product	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% ↓
<b>Total</b>	<b>23.2%</b>	<b>38.1%</b>