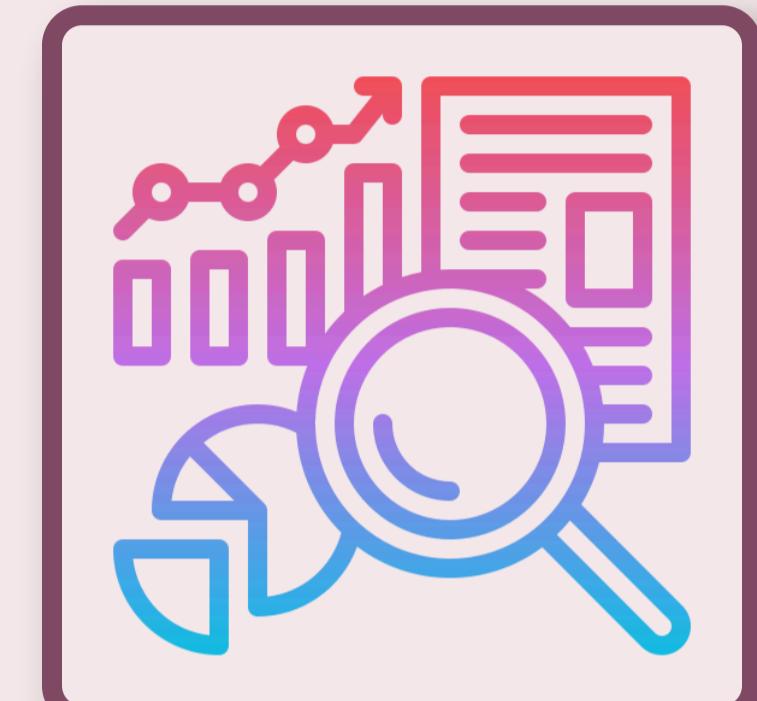




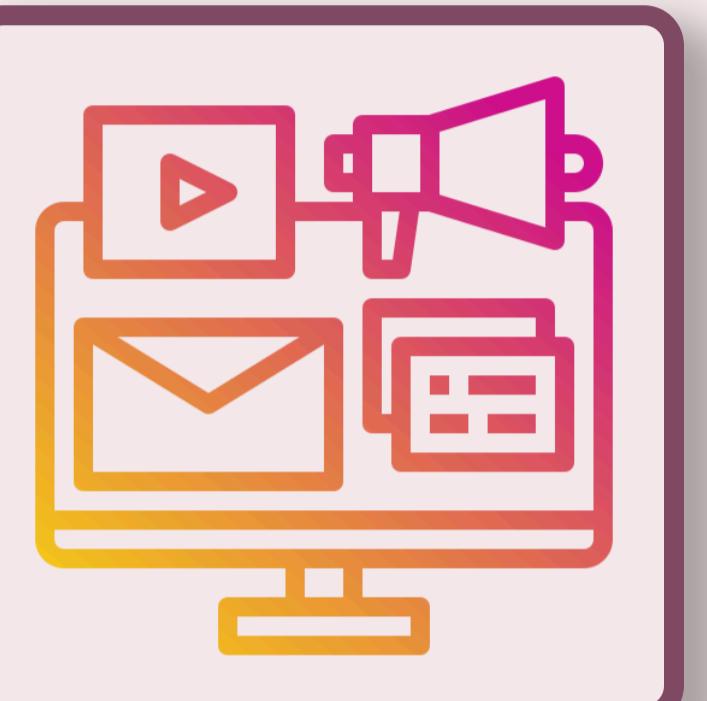
# Business Insight 360



Finance View



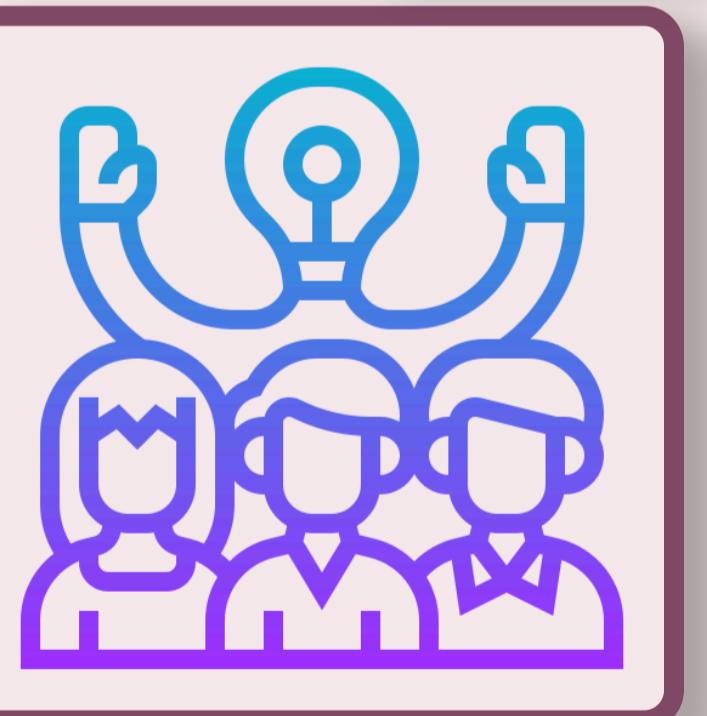
Sales View



Marketing View



Supply Chain View



Executive View

Date of Refresh:  
Saturday, May 10, 2025  
All values are in Million  
Currency in USD

Sales data loaded until Dec 21



Support



# Business Insight 360



ON



OFF



OFF



OFF



OFF

## Filter Panel

Q1	Q3
Q2	Q4

YTD	YTG
-----	-----

vs LY	vs Target
-------	-----------

2019	2021
2020	2022 Est

## Segment

All	▼
-----	---

## Customer

All	▼
-----	---

## Market

All	▼
-----	---

GM = Gross Margin  
NP = Net Profit  
LY = Last Year  
BM = Benchmark  
YTD = Year to Date  
YTG = Year to GO

## Net Sales

\$823.85M

BM: 267.98M (+207.43%)

## GM%

36.49%

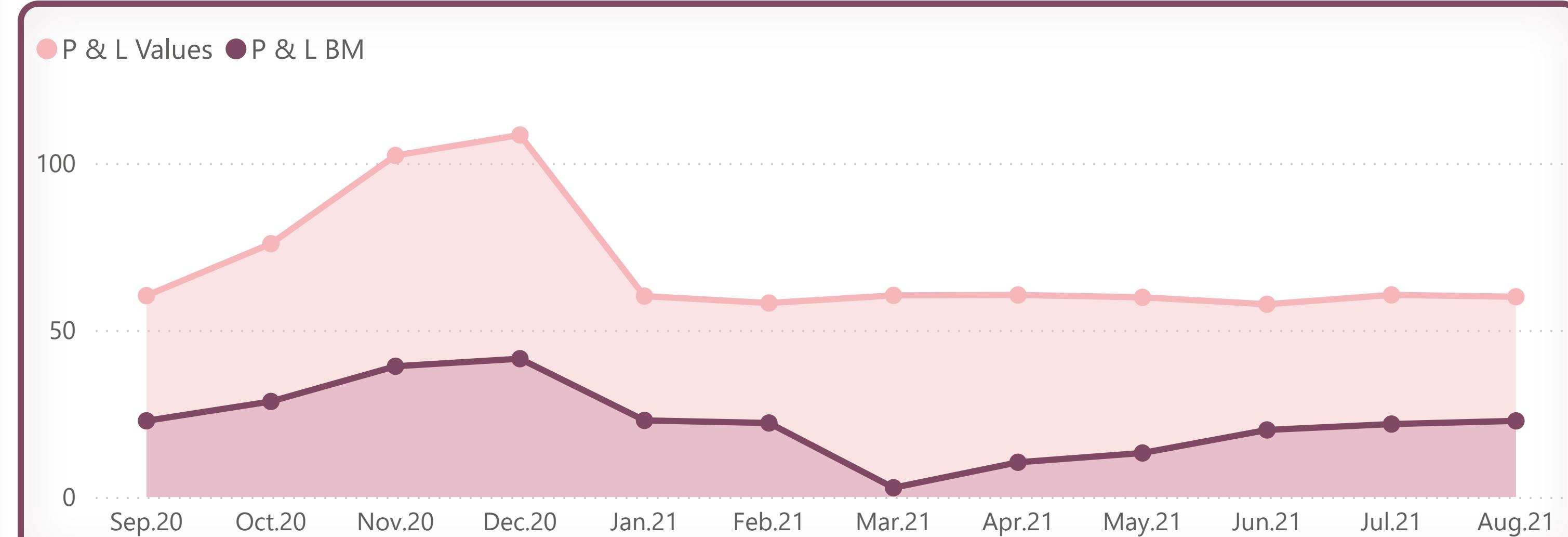
BM: 37.10% (-1.65%)

## Net Profit %

-0.21

BM: -20.83% (+0%)

## Net Sales Performance Over Time



## Top / Bottom Products and Customer by Net Sales

### region

P & L  
Values  
YoY  
Chng %

+ EU	200.8	259.88
+ APAC	442.0	198.67
+ NA	177.9	186.03
+ LATAM	3.2	58.40

### segment

P & L  
Values  
YoY  
Chng %

+ Networking	45.2	72.26
+ Storage	54.4	97.48
+ Peripherals	166.5	174.64
+ Notebook	266.5	208.45
+ Accessories	244.8	269.67
+ Desktop	46.4	4,791.34

## Profit and Loss Statement

Line Item	2021	BM	Chng	Chng %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-472.27	-153.95	-318.32	206.77
Net Profit	-171.64	-54.53	-117.12	214.80
Net Profit %	-20.83	-20.35	-0.49	2.40



# Business Insight 360



OFF



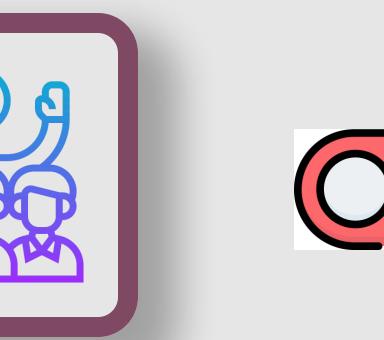
ON



OFF



OFF



OFF

## Filter Panel

Q1	Q3
Q2	Q4

YTD	YTG
-----	-----

vs LY	vs Target
-------	-----------

2019	2021
2020	2022 Est

All	▼
-----	---

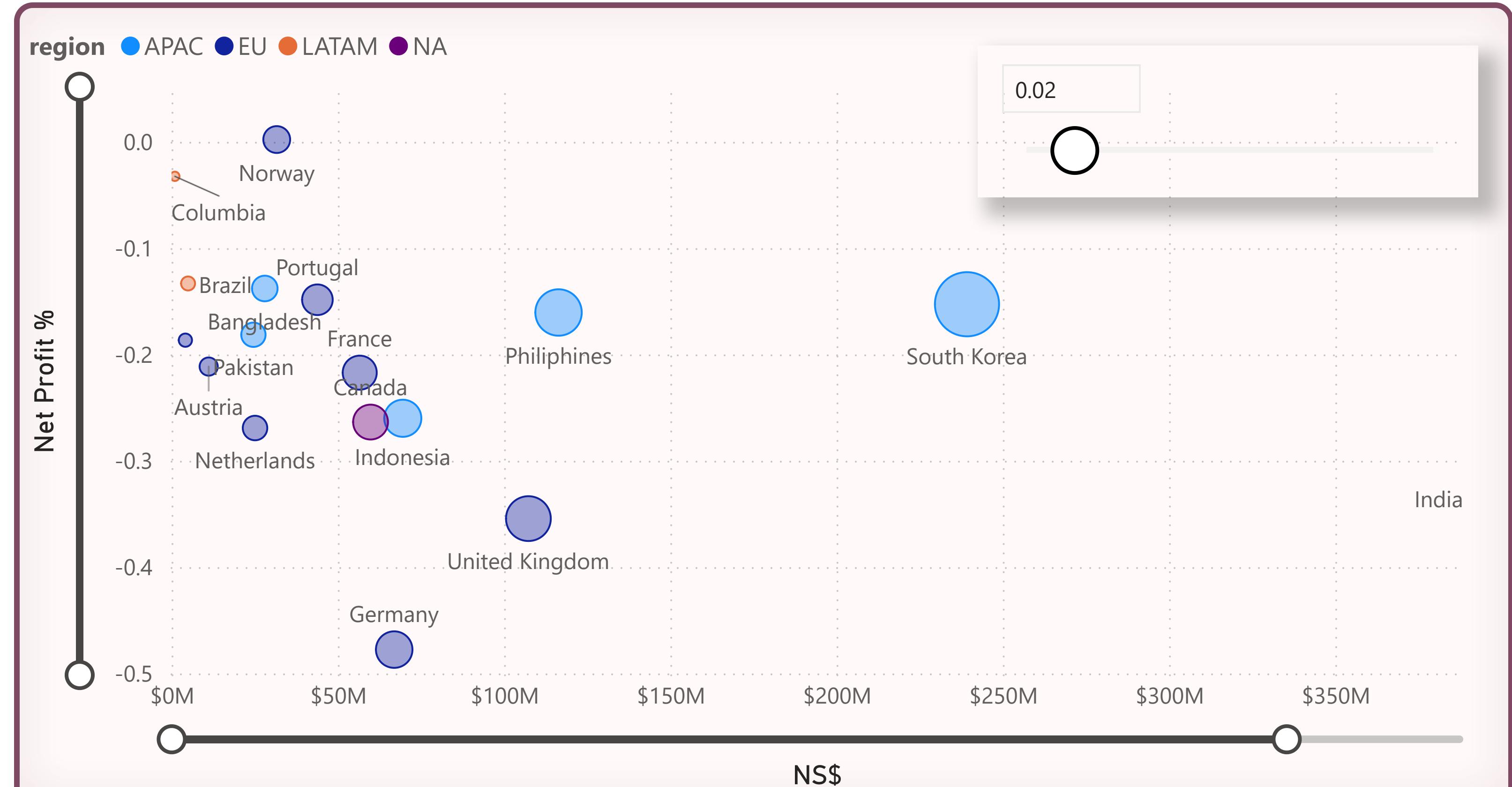
All	▼
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All	▼
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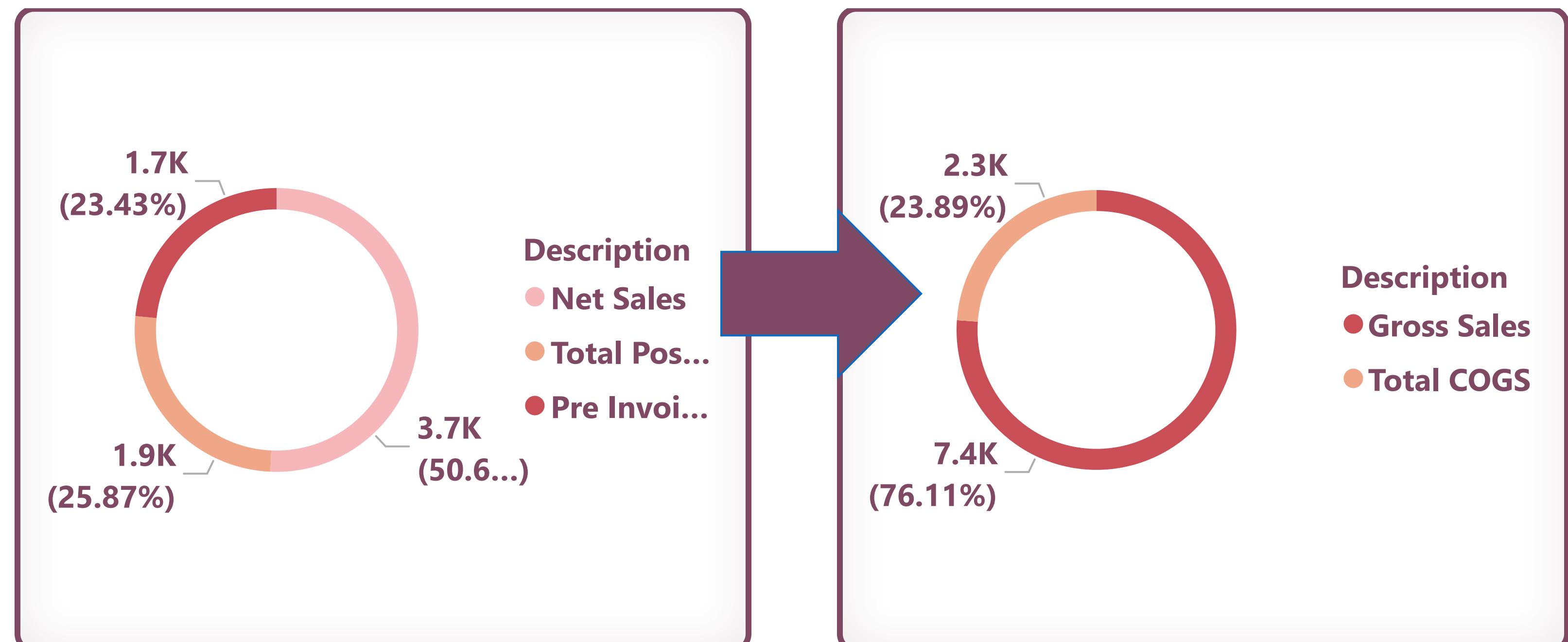
GM = Gross Margin  
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LY = Last Year  
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YTD = Year to Date  
YTG = Year to GO

Net Profit % GM%

## Performance Matrix



## Unit Economics



## Customer Performance

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%
Electricalsquoipo Stores	\$16.09M	4.55M	28.26%
Electricalbalance Stores	\$0.17M	0.02M	22.56%

## Product Performance

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



# Business Insight 360



OFF



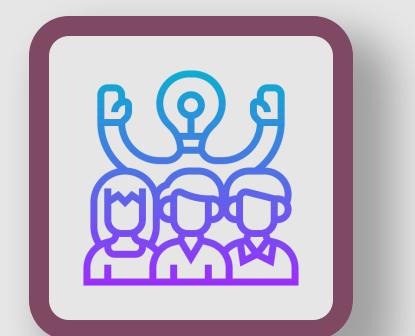
OFF



ON



OFF



OFF

**Filter Panel**

Q1	Q3
Q2	Q4

YTD	YTG
-----	-----

vs LY	vs Target
-------	-----------

2019	2021
2020	2022 Est

**Segment**

All

**Customer**

All

**Market**

All

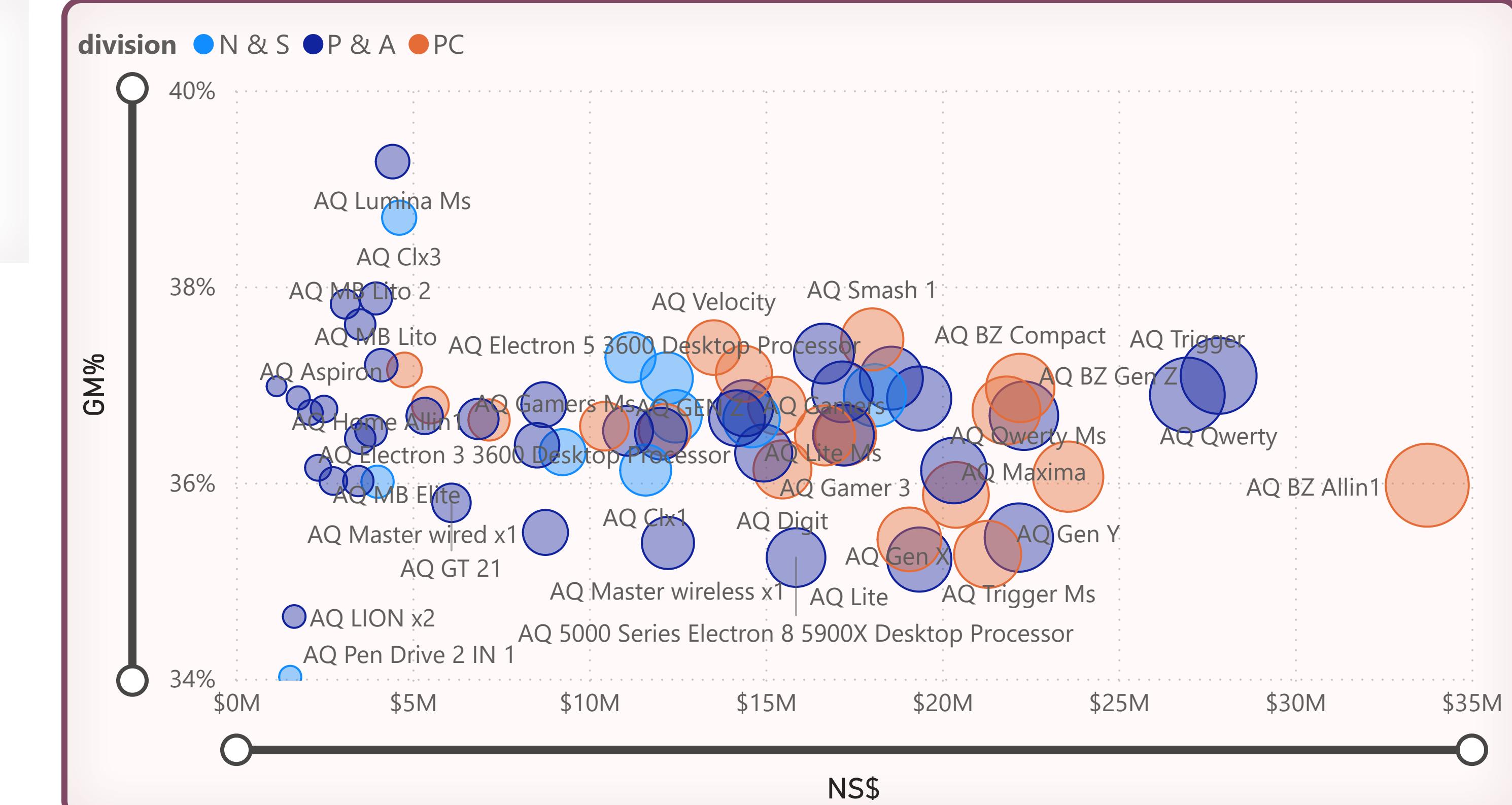
GM = Gross Margin  
NP = Net Profit  
LY = Last Year  
BM = Benchmark  
YTD = Year to Date  
YTG = Year to GO

## Net Profit Grid Over Customer/Segment/Region

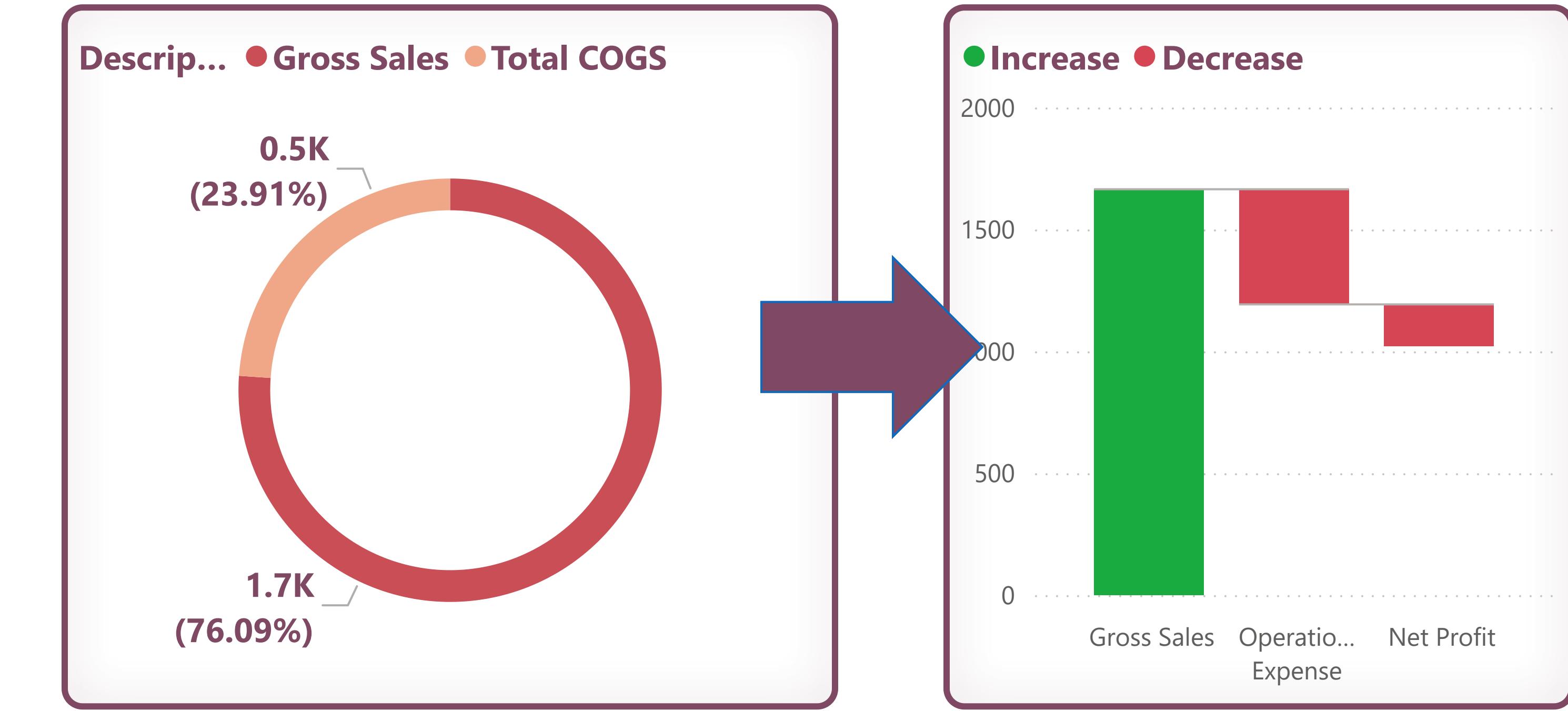


customer	NS\$	GM\$	GM%	Net Profit	Net Profit %
Acclaimed Stores	\$14.32M	5.18M	36.18%	-3.82M	-0.27
All-Out	\$1.06M	0.50M	47.53%	0.03M	0.03
AltiQ Exclusive	\$69.15M	31.88M	46.10%	-6.52M	-0.09
Amazon	\$109.03M	38.59M	35.40%	-24.49M	-0.22
Argos (Sainsbury's)	\$2.97M	1.05M	35.42%	-0.40M	-0.14
Atlas Stores	\$4.16M	1.68M	40.36%	-0.97M	-0.23
Atliq e Store	\$70.31M	26.40M	37.54%	-12.42M	-0.18
Atliq Exclusive	\$10.77M	3.07M	28.52%	-3.37M	-0.31
BestBuy	\$8.26M	2.97M	35.94%	-2.64M	-0.32
Billa	\$1.65M	0.41M	24.68%	-0.79M	-0.48
Boulanger	\$5.32M	1.55M	29.11%	-0.79M	-0.15

## Performance Matrix



## Unit Economic





# Business Insight 360



OFF



OFF



OFF



ON



OFF

## Filter Panel

Q1	Q3
Q2	Q4

YTD	YTG
-----	-----

vs LY	vs Target
-------	-----------

2019	2021
2020	2022 Est

Segment
All

Customer
All

Market
All

GM = Gross Margin  
NP = Net Profit  
LY = Last Year  
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## Forecast Accuracy %

80.21%  
(+9.88%)

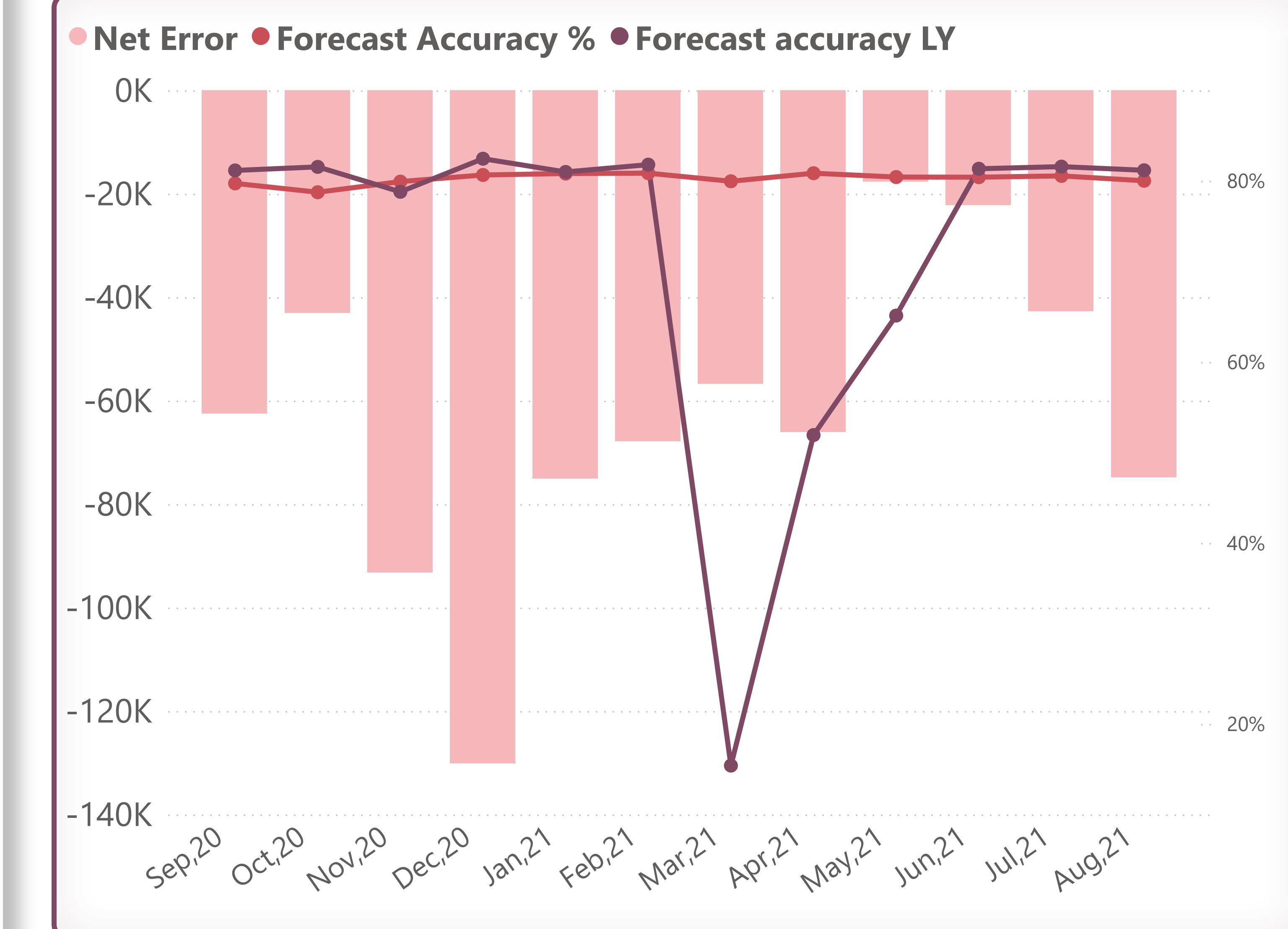
## Net Error

-0.75M  
(+252.91%)

## ABS Error

9.78M  
(+70.3%)

## Accuracy/Net Error Trend



## Key Metrics By Segment, Customer, Product

### customer

### segment

### region

customer	Forecast Accuracy %	Forecast accuracy LY	Net Error	Net Error %	Risk
UniEuro	58.2%	45.77%	173583	23.54%	EI
Neptune	46.2%	25.69%	151361	11.53%	EI
Electricalslytical	50.8%	39.26%	130903	12.24%	EI
Coolblue	52.9%	43.16%	116840	26.87%	EI
Logic Stores	51.4%	37.85%	115481	26.86%	EI
Atlas Stores	48.2%	39.19%	99521	29.63%	EI
Chip 7	53.4%	41.32%	95124	18.82%	EI
Electricalsquipo Stores	48.8%	39.26%	89614	27.16%	EI
Boulanger	58.8%	38.12%	81786	18.34%	EI
Premium Stores	55.6%	42.85%	75214	19.87%	EI
Radio Popular	56.7%	50.36%	72810	15.52%	EI
Chiptec	52.5%	27.04%	72175	22.07%	EI
Expert	60.7%	48.84%	69286	11.97%	EI
Propel	46.5%	33.27%	63305	7.05%	EI
Euronics	60.8%	42.25%	58391	15.34%	EI
Mbit	62.2%	40.12%	51220	14.05%	EI



# Business Insight 360



OFF



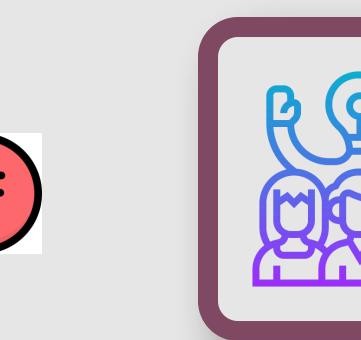
OFF



OFF



OFF



ON

## Filter Panel

Q1	Q3
Q2	Q4

YTD	YTG
-----	-----

vs LY	vs Target
-------	-----------

2019	2021
2020	2022 Est

## Segment

All	▼
-----	---

## Customer

All	▼
-----	---

## Market

All	▼
-----	---

GM = Gross Margin  
 NP = Net Profit  
 LY = Last Year  
 BM = Benchmark  
 EI = Excess Inventory  
 OOS - Out of Stock

## Net Sales

**\$3,736.17M**  
 BM: 3,807.09M (-1.86%)

## GM%

**38.08%**  
 BM: 38.34% (-0.66%)

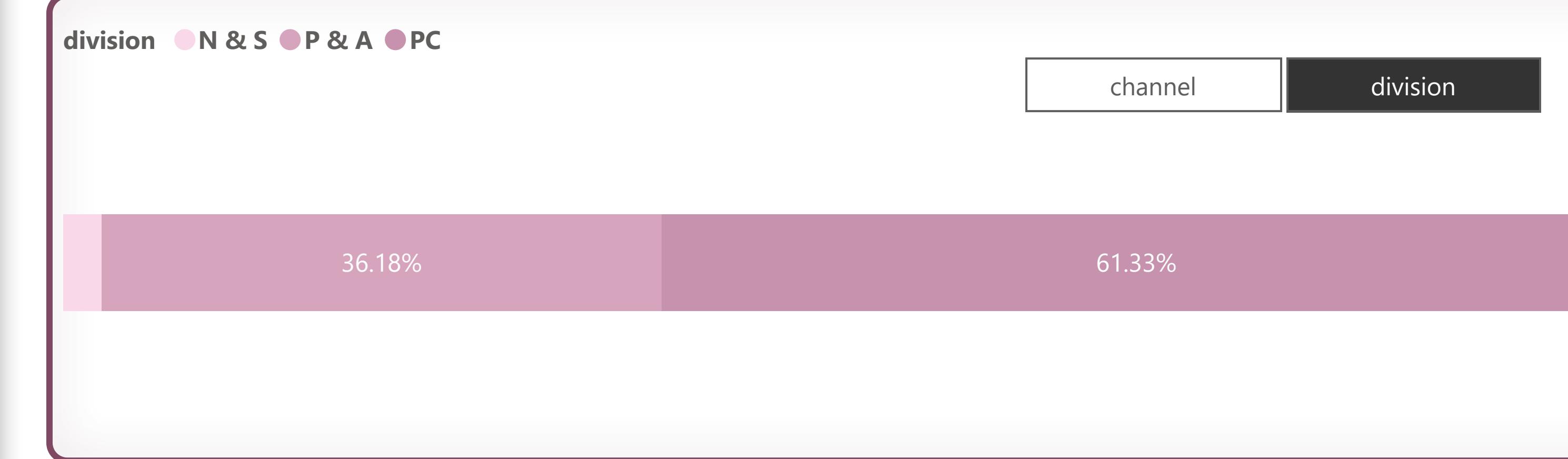
## Net Profit %

**-0.20**  
 BM: -14.19% (-42.24%)

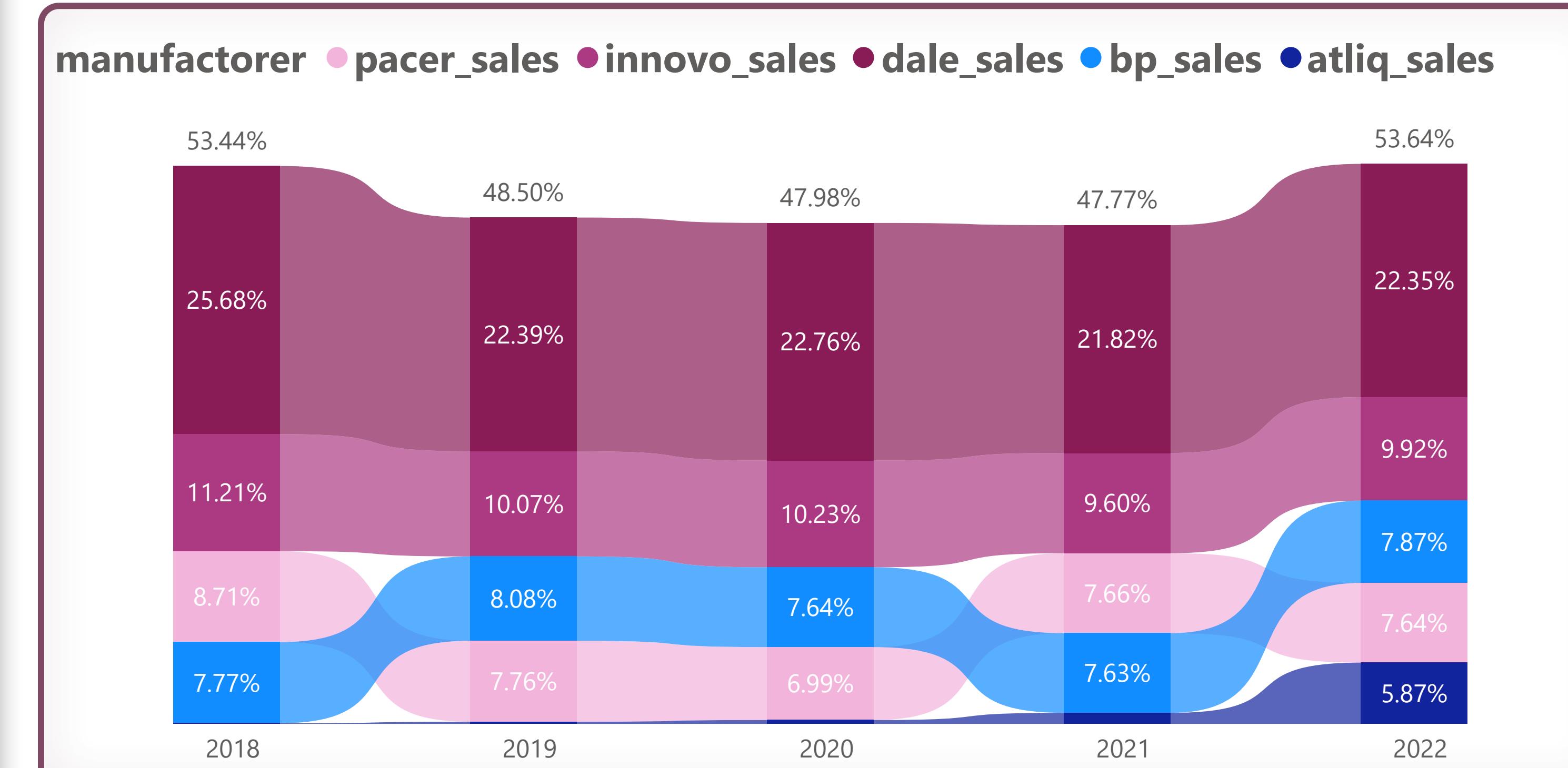
## Forecast Accuracy %

**81.2%**  
 BM: 80.21% (+1.2%)

## Revenue for Division and Channel



## PC Market Share Trend - AtliQ & Competitors



## Key Insights by Sub\_zone

sub_zon e	NS\$	RC %	GM%	Net Profit %	market share %	Risk %	Net Error %
LATAM	\$14.8M	0.00	35.02%	-0.05	16.67%	EI	3.37%
NA	\$1,022.1M	0.27	44.97%	-0.23	16.67%	EI	14.35%
ANZ	\$189.8M	0.05	43.50%	-0.12	16.67%	OOS	-37.61%
India	\$945.3M	0.25	35.75%	-0.24	16.67%	OOS	-24.37%
NE	\$457.7M	0.12	32.80%	-0.23	16.67%	OOS	-4.56%
EMEA	\$1,234.5M	0.18	34.20%	-0.15	16.67%	OOS	-15.00%

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

