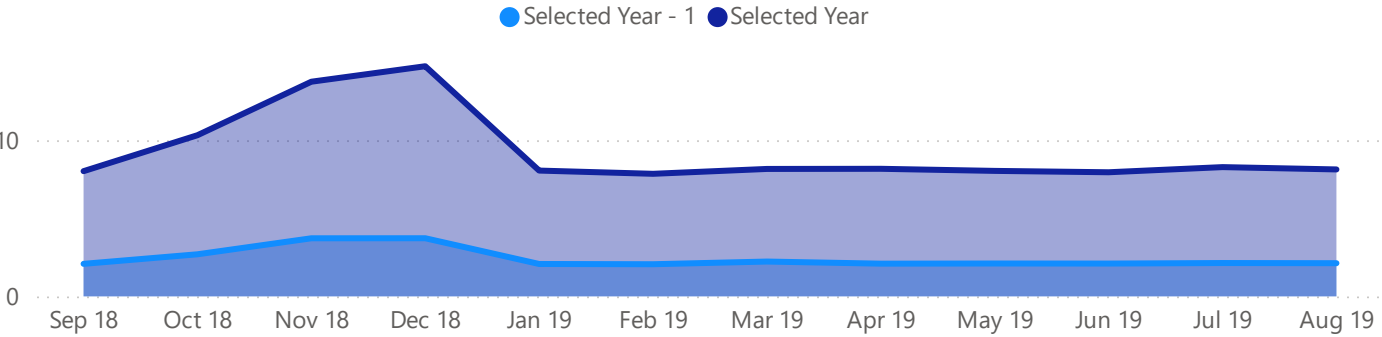


	2018	2019	2020	2021	2022	Total
gross_sales_amount	\$58.32M	\$209.06M	\$535.95M	\$1,664.64M	\$7,370.14M	\$9,838.11
net_invoice_sales_amount	\$44.40M	\$161.62M	\$411.25M	\$1,272.13M	\$5,643.13M	\$7,532.54
post_invoice_deductions_amount	\$10.66M	\$29.72M	\$95.85M	\$281.64M	\$1,243.54M	\$1,661.40
post_invoice_other_deductions_amoun	\$4.63M	\$20.53M	\$47.43M	\$166.65M	\$663.42M	\$902.65M
net_sales_amount	\$29.11M	\$111.37M	\$267.98M	\$823.85M	\$3,736.17M	\$4,968.48

Line Item	2019	LY	YoY Chg	YoY Chg %
Gross Sales	209.06	58.32	150.74	258.47
Pre Invoice Deduction	47.44	13.92	33.52	240.83
Net Invoice Sales	161.62	44.40	117.22	263.99
- Post Discounts	29.72	10.66	19.06	178.70
- Post Deductions	20.53	4.63	15.90	343.68
Total Post Invoice Deduction	50.25	15.29	34.96	228.63
Net Sales	111.37	29.11	82.26	282.57
- Manufacturing Cost	62.34	17.40	44.94	258.35
- Freight Cost	2.64	0.73	1.91	262.83
- Other Cost	0.51	0.09	0.42	449.41
Total COGS	65.49	18.22	47.27	259.51
Gross Margin	45.89	10.90	34.99	321.12
Gross Margin %	41.20	37.43	3.77	10.08
GM / Unit	4.25	3.15	1.10	34.88

Net Sales Performace Over Time



segment	P & L values	P & L YoY Chg %	market	P & L values	P & L YoY Chg %
<div>Accessories</div>	28.04	213.09	<div>USA</div>	16.16	
<div>Batteries</div>		0.00	<div>Acclaimed Stores</div>	1.01	
<div>Keyboard</div>	17.47	192.85	<div>AltiQ Exclusive</div>	1.30	
<div>Mouse</div>	10.57	253.41	<div>Amazon</div>	2.55	
<div>Desktop</div>		0.00	<div>Atliq e Store</div>	0.94	
<div>Personal Desktop</div>		0.00	<div>BestBuy</div>	1.04	
<div>Networking</div>	17.36	436.97	<div>Circuit City</div>	1.03	
<div>Wi fi extender</div>	17.36	436.97	<div>Control</div>	0.99	
<div>Notebook</div>	32.40	336.01	<div>Costco</div>	0.93	
<div>Business Laptop</div>	11.45	191.80	<div>Ebay</div>	1.11	
<div>Gaming Laptop</div>	8.35	3,148.54	<div>Flipkart</div>	1.20	
<div>Personal Laptop</div>	12.60	287.60	<div>Path</div>	1.00	
<div>Peripherals</div>	19.73	159.47	<div>Radio Shack</div>	1.00	
<div>Graphic Card</div>	5.67	474.55	<div>Staples</div>	1.05	
<div>Internal HDD</div>	2.46	261.09	<div>walmart</div>	1.01	
<div>MotherBoard</div>	0.36	545.96	<div>United Kingdom</div>	2.45	
<div>Processors</div>	11.25	91.18	<div>Sweden</div>	0.06	
<div>Storage</div>	13.84	633.77	<div>South Korea</div>	15.69	
<div>External Solid State Drives</div>	13.84	633.77	<div>Portugal</div>	1.05	
Total	111.37	282.57	Total	111.37	

353.50

P & L Final Value

Line Item	P & L values	p&l LY	P & L YoY Chg	P & L YoY 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

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2018

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2019

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2020

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2021

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2022

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2019

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2020

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2021

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2022

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2023 Est

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LY

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YOY

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YOY%