



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs
Target

YTD

YTG

\$267.98M

BM: 111.37M (+140.61%)

Net Sales

37.10%

BM: 41.20% (-9.95%)

GM %

Net Profit %

72.99%

LY: 86.45% (-15.57%)

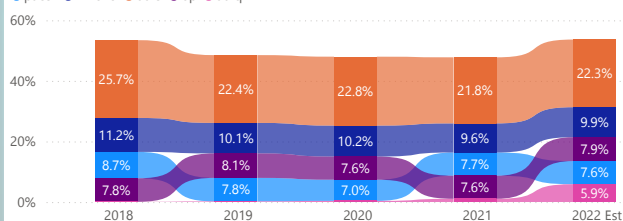
Forecast Accuracy

Key Insights by Sub Zone

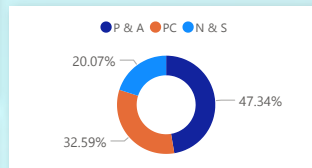
sub_zone	NS \$	RC %	GM %	NP %	AtliQ Market Share %	Risk
ROA	\$66.5M	24.8%	38.15%	8.9%	0.6%	Excess Inventory
India	\$64.7M	24.2%	32.07%	-14.7%	0.8%	Out of Stock
NA	\$62.2M	23.2%	39.35%	-1.8%	0.3%	Out of Stock
NE	\$30.7M	11.4%	37.97%	-4.6%	0.3%	Excess Inventory
SE	\$25.1M	9.4%	37.64%	7.0%	1.1%	Excess Inventory
ANZ	\$16.8M	6.3%	42.36%	12.6%	0.1%	Excess Inventory
LATAM	\$2.0M	0.7%	30.96%	-0.1%	0.0%	Excess Inventory
Total	\$268.0M	100.0%	37.10%	-0.9%	0.4%	Excess Inventory

PC Market Share Trend - AtliQ & Competitors

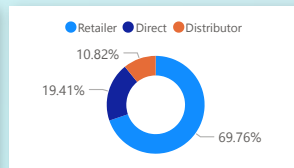
pacer innovo dale bp atliq



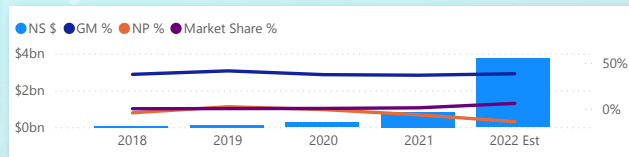
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.1%	31.22%
Flipkart	4.1%	33.54%
Atliq e Store	11.8%	37.47%
Amazon	18.6%	37.96%
AtliQ Exclusive	7.6%	48.02%
Total	45.2%	38.65%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Compact	4.3%	36.47%
AQ BZ Gen Y	4.5%	36.99%
AQ Lite	4.3%	36.47%
AQ Wi Power Dx1	4.4%	36.97%
AQ Wi Power Dx2	5.4%	37.96%
Total	22.9%	37.02%



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG



\$823.85M

BM: 267.98M (+207.43%)

Net Sales



36.49%

BM: 37.10% (-1.65%)

GM %



-6.63%

BM: -0.01 (-676.38%)

Net Profit %



80.21%

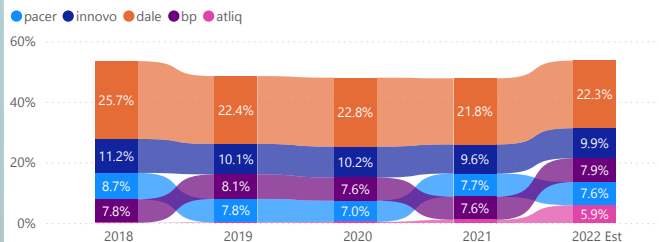
LY: 72.99% (+9.88%)

Forecast Accuracy

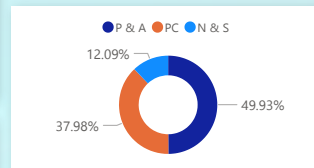
Key Insights by Sub Zone

sub_zone	NS \$	RC %	GM %	NP %	AtiQ Market Share %	Risk
India	\$210.7M	25.6%	32.03%	-24.7%	2.5%	Excess Inventory
ROA	\$186.9M	22.7%	38.34%	8.2%	1.5%	Out of Stock
NA	\$177.9M	21.6%	37.23%	-13.7%	0.8%	Out of Stock
NE	\$109.3M	13.3%	38.03%	-1.1%	1.2%	Excess Inventory
SE	\$91.5M	11.1%	38.71%	4.4%	3.6%	Excess Inventory
ANZ	\$44.4M	5.4%	38.46%	7.3%	0.3%	Out of Stock
LATAM	\$3.2M	0.4%	37.54%	6.2%	0.0%	Excess Inventory
Total	\$823.8M	100.0%	36.49%	-6.6%	1.1%	Out of Stock

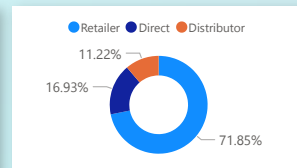
PC Market Share Trend - AtiQ & Competitors



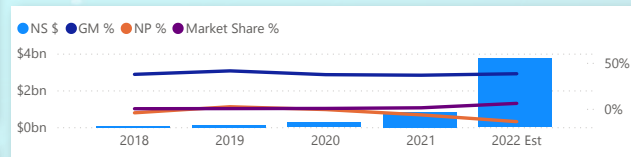
Revenue by Division



Revenue by Channel



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



Top 5 Customers by Revenue

customer	RC %	GM %
Sage	3.3%	35.16%
Flipkart	3.1%	30.23% ↓
Atliq e Store	8.5%	37.54%
Amazon	13.2%	35.40% ↓
AltIQ Exclusive	8.4%	46.10% ↓
Total	36.5%	37.90%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↓
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
Total	16.3%	36.52%



region, market

All

customer

All

segment, category, product

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs
Target

YTD

YTG

\$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 %

81.17%✓

LY: 80.21% (+1.2%)

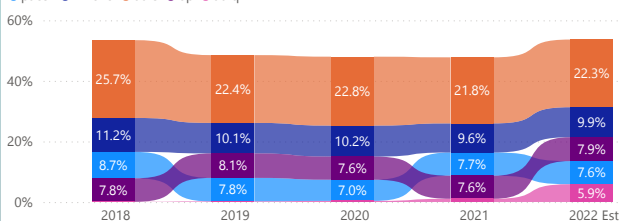
Forecast Accuracy

Key Insights by Sub Zone

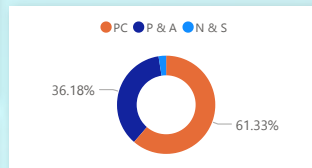
sub_zone	NS \$	RC %	GM %	NP %	AtliQ Market Share %	Risk
NA	\$1,022.1M	27.4%	44.97%	-14.2%	4.9%	Excess Inventory
India	\$945.3M	25.3%	35.75%	-23.0%	13.3%	Out of Stock
ROA	\$788.7M	21.1%	34.19%	↑ -6.3%	8.3%	Out of Stock
NE	\$457.7M	12.3%	32.80%	↑ -18.1%	6.8%	Out of Stock
SE	\$317.8M	8.5%	37.03%	↑ -4.0%	16.4%	Out of Stock
ANZ	\$189.8M	5.1%	43.50%	-7.4%	1.4%	Out of Stock
LATAM	\$14.8M	0.4%	35.02%	↑ -2.9%	0.3%	Excess Inventory
Total	\$3,736.2M	100.0%	38.08%	-14.0%	5.9%	Out of Stock

PC Market Share Trend - AtliQ & Competitors

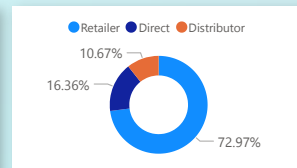
pacer innovo dale bp atliq



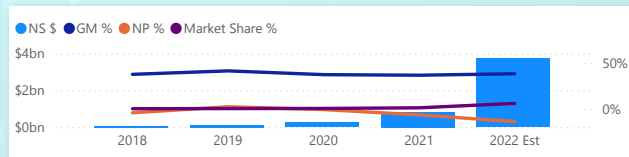
Revenue by Division



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 e Store	8.1%	36.88% ↓
Amazon	13.3%	36.78%
AltIQ Exclusive	8.2%	47.22%
Total	36.8%	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%