

Net Sales Performance Over Time

Date	Selection	vs BM
Sep 19	\$22	\$22
Oct 19	\$25	\$25
Nov 19	\$38	\$38
Dec 19	\$40	\$38
Jan 20	\$22	\$22
Feb 20	\$20	\$20
Mar 20	\$5	\$5
Apr 20	\$10	\$10
May 20	\$15	\$15
Jun 20	\$20	\$20
Jul 20	\$22	\$22
Aug 20	\$22	\$22

Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L YoY chg %
APAC	\$147.98	107.48
NA	\$62.21	182.70
EU	\$55.79	224.03
LATAM	\$2.00	141.89
Total	\$267.98	140.61

segment	P & L Values	P & L YoY chg %
Storage	\$27.56	99.17
Peripherals	\$60.63	207.22
Notebook	\$86.39	166.63
Networking	\$26.22	51.00
Desktop	\$0.95	
Accessories	\$66.23	136.21

Region, Market **Customer** **Segment, Category, Product**

2019 **2020** **2021** **2022 Est**

Q1 **Q2** **Q3** **Q4**

YTD **YTG**

vs LY **vs Target**

Net Sales **GM %** **Net Profit %**

Profit and Loss Statement

Line Item	2020	BM	Chg	Chg %
Gross Sales	535.95	209.06	326.88	156.36
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Net Invoice Sales	411.25	161.62	249.63	154.45
- Post Discounts	47.43	20.53	26.90	131.02
- Post Deductions	47.43	20.53	26.90	131.02
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
Net Sales	267.98	111.37	156.60	140.61
- Manufacturing Cost	160.30	62.34	97.96	157.14
- Freight Cost	7.16	2.64	4.52	171.46
- Other Cost	1.10	0.51	0.59	115.02
Total COGS	168.56	65.49	103.07	157.39
Gross Margin	99.42	45.89	53.53	116.66
Gross Margin %	37.10	41.20	-4.10	-9.95
Operational Expense	-101.71	-43.43	-58.28	134.21
Net profit	-2.29	2.46	-4.75	-193.08
Net profit %	-0.85	2.21	-3.06	-138.68

BM = Benchmark, LY = Last Year



region, market
All

customer
All

segment, category, product
All

2019 2020 2021 2022 Est

Q1 Q2 Q3 Q4

YTD YTG

vs LY vs Target

Net Sales Performance Over Time

Date	Actual Sales	Benchmark (BM)
Sep 20	\$55M	\$30M
Oct 20	\$65M	\$35M
Nov 20	\$85M	\$40M
Dec 20	\$95M	\$45M
Jan 21	\$60M	\$25M
Feb 21	\$60M	\$15M
Mar 21	\$50M	\$10M
Apr 21	\$55M	\$15M
May 21	\$55M	\$15M
Jun 21	\$55M	\$15M
Jul 21	\$55M	\$15M
Aug 21	\$55M	\$15M

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
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	166.65	47.43	119.22	251.38
- 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
Operational Expense	-355.28	-101.71	-253.57	249.30
Net profit	-54.65	-2.29	-52.36	2,286.82
Net profit %	-6.63	-0.85	-5.78	676.38

Top / Bottom Products & Customers by Net Sales

region	P & L Values	P & L YoY chg %
APAC	\$441.98	198.67
EU	\$200.77	259.88
NA	\$177.94	186.03
LATAM	\$3.16	58.40
Total	\$823.85	207.43

segment	P & L Values	P & L YoY chg %
Storage	\$54.42	97.48
Peripherals	\$166.51	174.64
Notebook	\$266.49	208.45
Networking	\$45.16	72.26
Desktop	\$46.43	4,791.34
Accessories	\$244.85	269.67

BM = Benchmark, LY = Last Year

Net Sales Performance Over Time

Date	Actual Sales (\$M)	Benchmark Sales (\$M)
Sep 21	~280	~280
Oct 21	~300	~300
Nov 21	~350	~350
Dec 21	~500	~500
Jan 22	~280	~280
Feb 22	~250	~250
Mar 22	~260	~260
Apr 22	~270	~270
May 22	~260	~260
Jun 22	~250	~250
Jul 22	~260	~260
Aug 22	~250	~250

Top / Bottom Products & Customers by Net Sales

Region	P & L Values	P & L YoY chg %
APAC	\$1,923.77	335.27
NA	\$1,022.09	474.40
EU	\$775.48	286.26
LATAM	\$14.82	368.40
Total	\$3,736.17	353.50

Segment	P & L Values	P & 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

Net Sales
BM: 823.85M (+353.5%)

GM %
BM: 36.49% (+4.37%)

Net Profit %
BM: -0.07 (-110.79%)

Profit and Loss Statement

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