



REGION, MARKET

All

\$3.74bn✓

BM: 0.82bn (+353.5%)

NET SALES

CUSTOMER

All

37.80%✓

BM: 36.20% (+4.44%)

GM%

SEGMENT, CATEGOR...

All

-14.26%!

BM: -0.07  
(-105.89%)

NP%

81.17%✓

BM: 80.21% (+1.2%)

forecast accuracy

2018

2019

2020

2021

2022

Q1

Q2

Q3

Q4

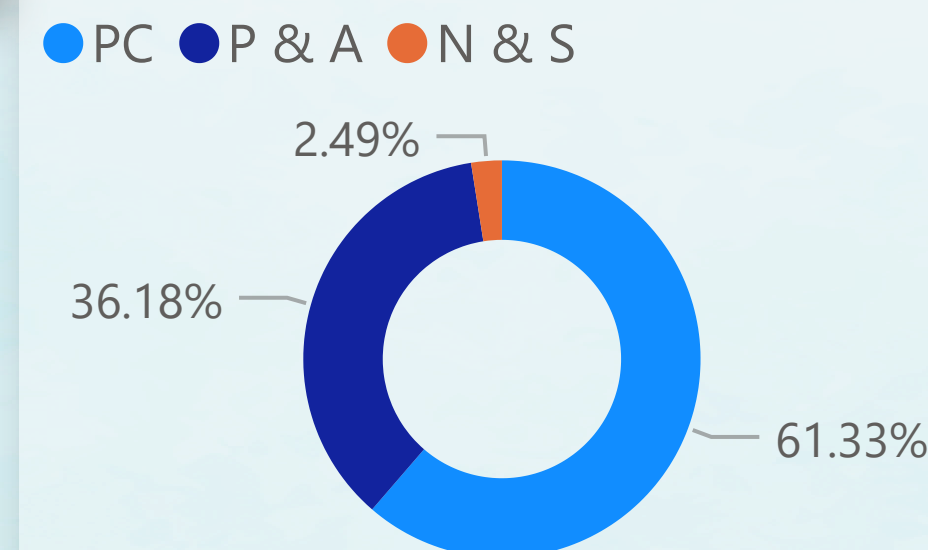
YTD

YTG

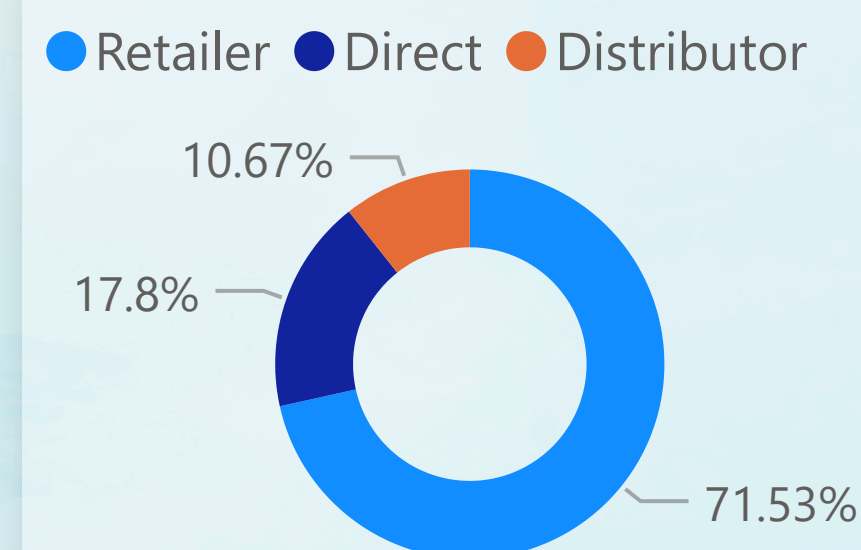
vs LY

vs TARGET

## Revenue By Division



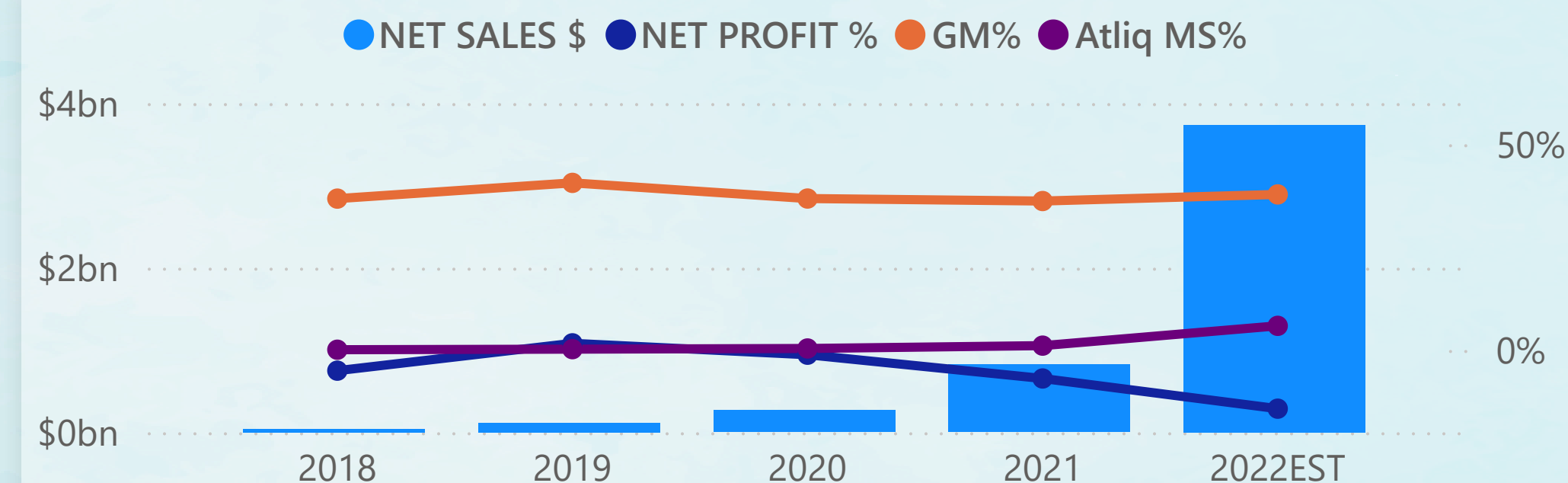
## Revenue By Channel



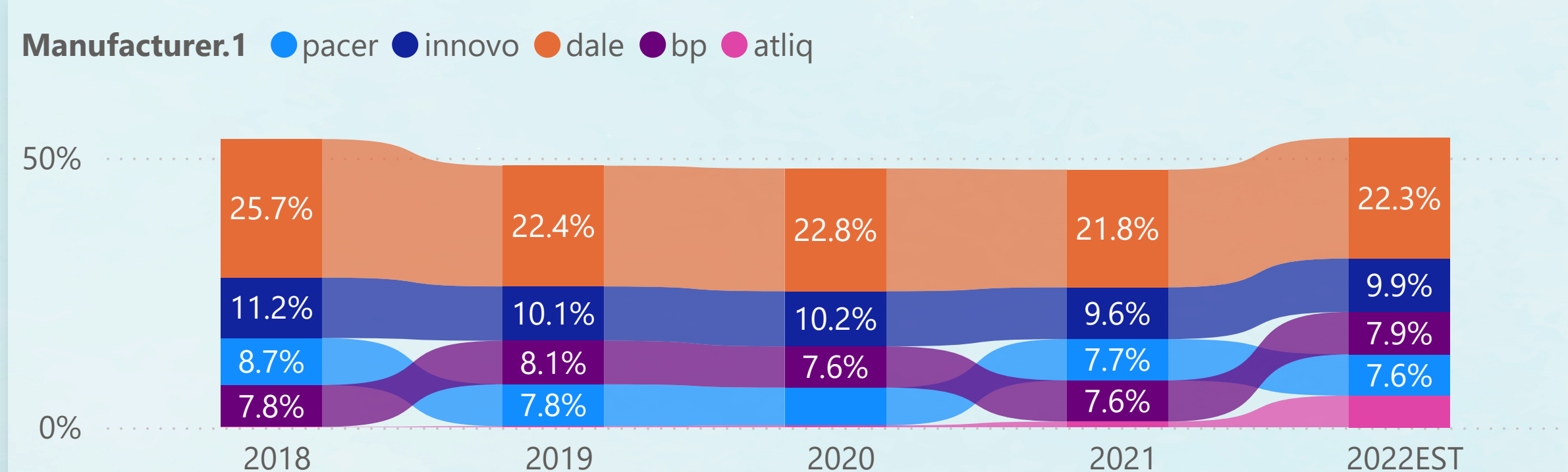
## Key Insights by SUB ZONE

Sub Zone	Net Sales\$	RC%	GM%	Atliq MS%	Net Profit%	Net Error%	RISK
ANZ	\$189.8M	5.1%	43.0%	0.5%	-7.9%	-38%	OOS
India	\$945.3M	25.3%	35.5%	5.1%	-23.3%	-24%	OOS
LATAM	\$14.8M	0.4%	34.8%	0.1%	-3.2%	3%	EI
NA	\$1,022.1M	27.4%	44.9%	1.8%	-14.3%	14%	EI
NE	\$457.7M	12.3%	32.6%	2.5%	-18.3%	-5%	OOS
ROA	\$788.7M	21.1%	33.8%	3.2%	-6.7%	-5%	OOS
SE	\$317.8M	8.5%	36.4%	6.6%	-4.6%	-55%	OOS
Total	\$3,736.2M	100.0%	37.8%	2.3%	-14.3%	-9%	OOS

## Yearly Trend By Revenue, GM%, NP%, PC MS%



## PC Market Share Trend - Atliq &amp; Others



## Top 5 customer By Revenue

CUSTOMER	RC%	GM%
Amazon	13.3%	36.5%
Atliq e Store	8.1%	36.6%
AtliQ Exclusive	9.7%	45.7%
Flipkart	3.7%	41.9%
Sage	3.4%	30.8%
Total	38.2%	38.9%

## Top 5 product Bv Revenue

product	RC%	GM%
AQ Home Allin1	4.1%	38.4%
AQ BZ Allin1 Gen 2	5.4%	38.2%
AQ HOME Allin1 Gen 2	5.7%	37.8%
AQ Smash 1	3.8%	37.1%
Total	23.2%	37.8%

BM= BENCHMARK,LY=LAST YEAR,EI=EXCESS INVENTORY,OOS=OUT OF STOCK,MS=MARKET SHARE