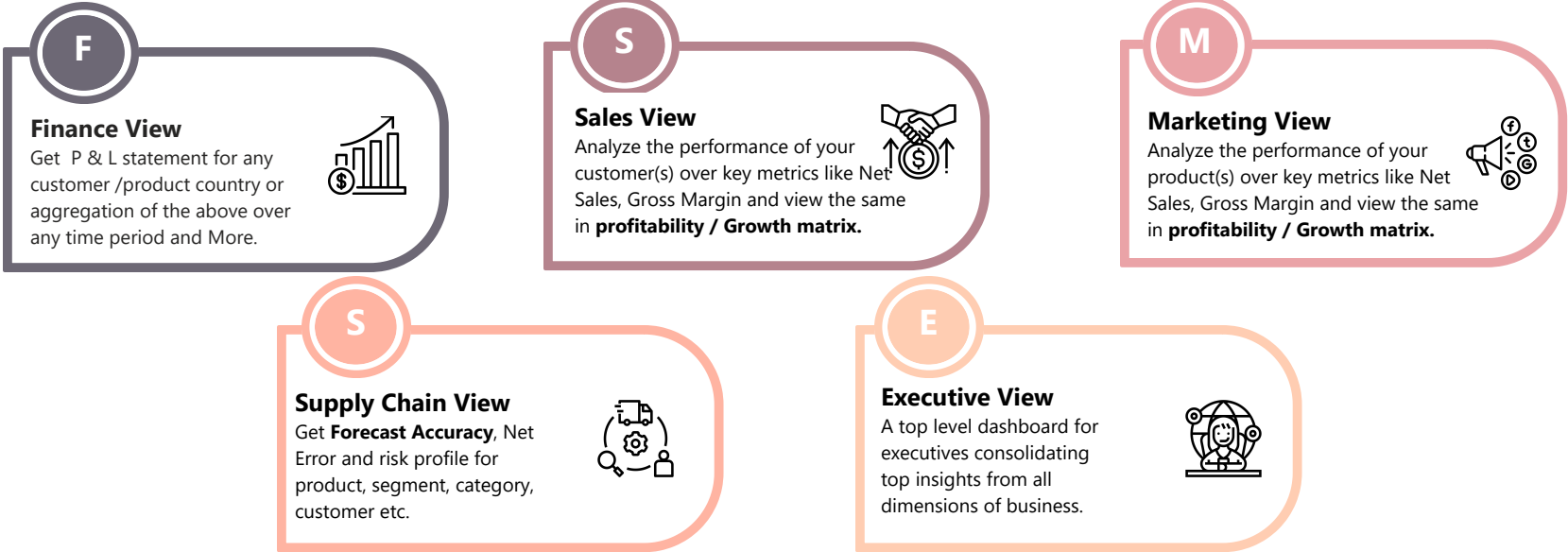
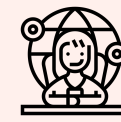




Business Insights 360





FILTERS

Abbreviations

BM=Benchmark | LY=Last Year
GM=Gross Margin | NS=Net Sales
NP =Net Profit | Chg =Change
EI=Excess Inventory |
Oos=Out of Stock

All Values In Million \$

YTD		YTG	
Q1	Q2	Q3	Q4
2019	2020	2021	2022 Est

Vs LY	Vs Target
-------	-----------

region/market

All

customer

All

segment/category...

All

\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.49%!

BM: 37.10% (-1.65%)

GM%

-6.63%!

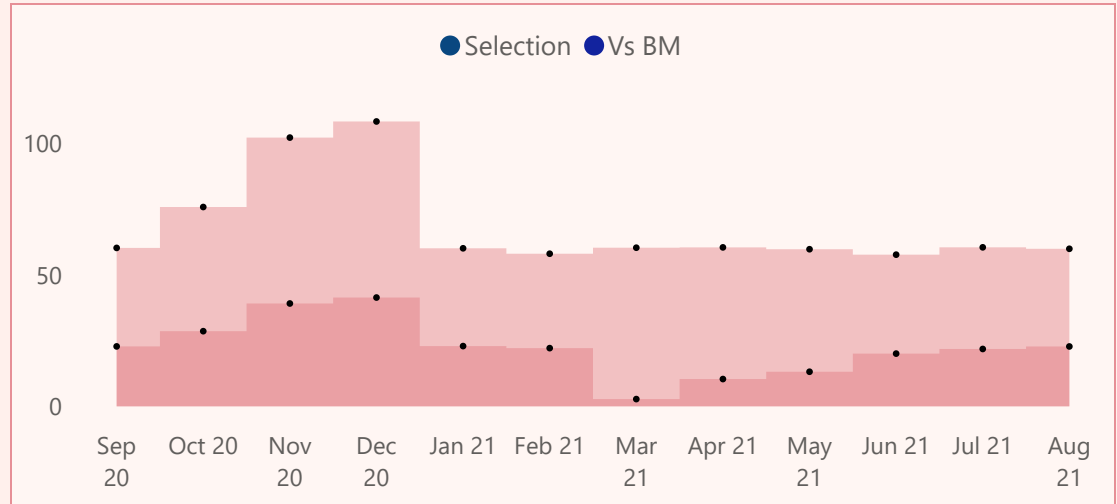
BM: -0.85% (-676.38%)

Net Profit %

Profit and Loss Statement

Line Item	2021	BM	Chg	Chg %
Net Profit %	-6.63	-0.85	-5.78	676.38
Net Profit	-54.65	-2.29	-52.36	2,286.82
Operational Expense	-355.28	-101.71	-253.57	249.30
GM / Unit	5.99	4.79	1.21	25.21
Gross Margin %	36.49	37.10	-0.61	-1.65
Gross Margin	300.63	99.42	201.21	202.37
Total COGS	523.22	168.56	354.66	210.41
- Other Cost	3.39	1.10	2.29	209.52
- Freight Cost	22.05	7.16	14.89	207.98
- Manufacturing Cost	497.78	160.30	337.48	210.53
Net Sales	823.85	267.98	555.87	207.43
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
- Post Deductions	166.65	47.43	119.22	251.38
- Post Discounts	281.64	95.85	185.79	193.84
Net Invoice Sales	1,272.13	411.25	860.88	209.33
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Gross Sales	1,664.64	535.95	1,128.69	210.60

Net Sales Performance Over Time



Top/ Bottom Products & Customers By Net Sales

region	P & L values	P & L Chg %	segment	P & L values	P & L Chg %
APAC	441.98	198.67	Desktop	46.43	4,791.34
EU	200.77	259.88	Accessories	244.85	269.67
LATAM	3.16	58.40	Notebook	266.49	208.45
NA	177.94	186.03	Peripherals	166.51	174.64
Total	823.85	207.43	Storage	54.42	97.48
			Networkin	45.16	72.26
			Total	823.85	207.43



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Vs LY	Vs Target
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region/market

All

customer

All

segment/category...

All

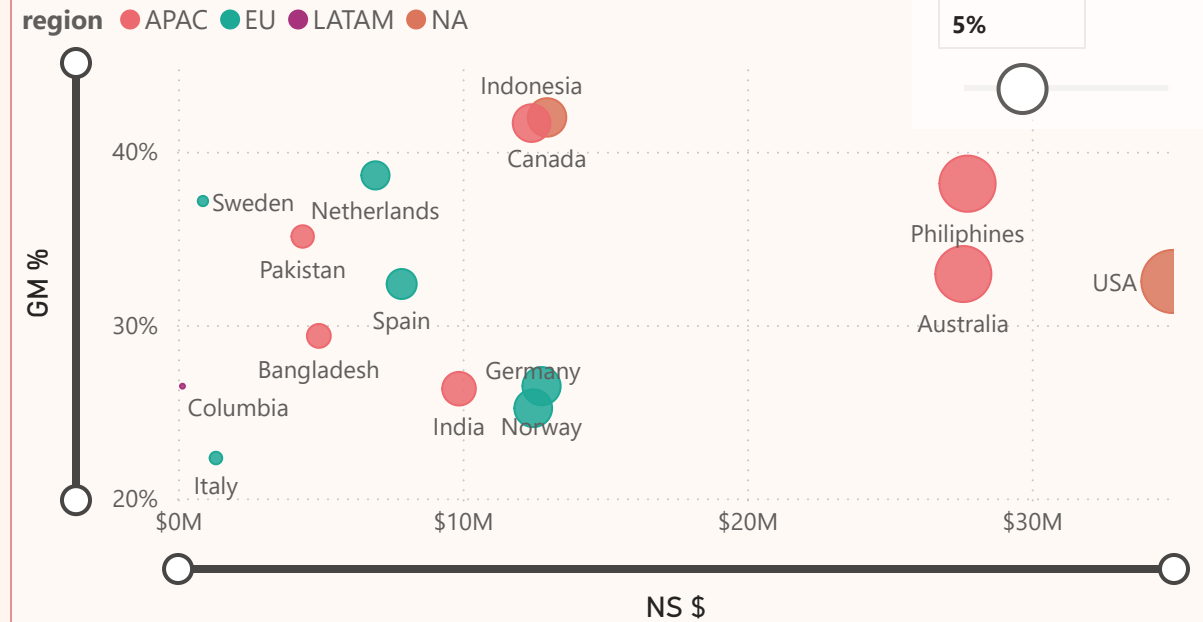
Customer Performance

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$14.32M	5.18M	36.18%
All-Out	\$1.06M	0.50M	47.53%
Amazon	\$109.03M	38.59M	35.40%
Argos (Sainsbury's)	\$2.97M	1.05M	35.42%
Atlas Stores	\$4.16M	1.68M	40.36%
Atliq e Store	\$70.31M	26.40M	37.54%
AtliQ Exclusive	\$79.92M	34.95M	43.73%
BestBuy	\$8.26M	2.97M	35.94%
Billa	\$1.65M	0.41M	24.68%
Total	\$823.85M	300.63M	36.49%

Product Performance

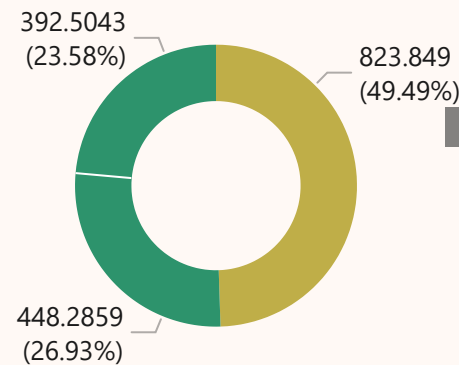
segment	NS \$	GM \$	GM %
⊕ Notebook	\$266.49M	97.12M	36.45%
⊕ Accessories	\$244.85M	89.30M	36.47%
⊕ Peripherals	\$166.51M	60.81M	36.52%
⊕ Storage	\$54.42M	20.00M	36.75%
⊕ Desktop	\$46.43M	16.79M	36.17%
⊖ Networking	\$45.16M	16.60M	36.75%
⊕ Wi fi extender	\$45.16M	16.60M	36.75%
Total	\$823.85M	300.63M	36.49%

Performance Matrix

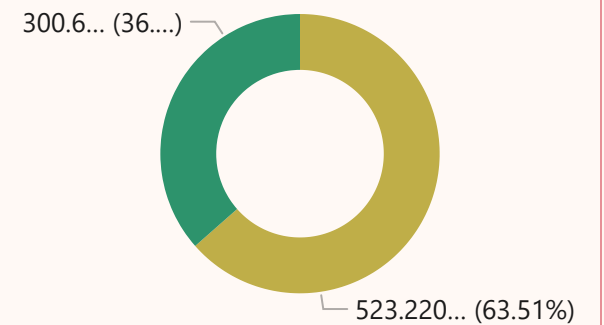


Unit Economics

● Net Sales ● Total Post Invoi... ● Pre Invoice ...



● Total COGS ● Gross Margin





FILTERS

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All Values In Million \$

YTD

YTG

Q1

Q2

Q3

Q4

2019

2020

2021

2022
Est

Vs LY

Vs Target

region/market

All

customer

All

segment/category...

All

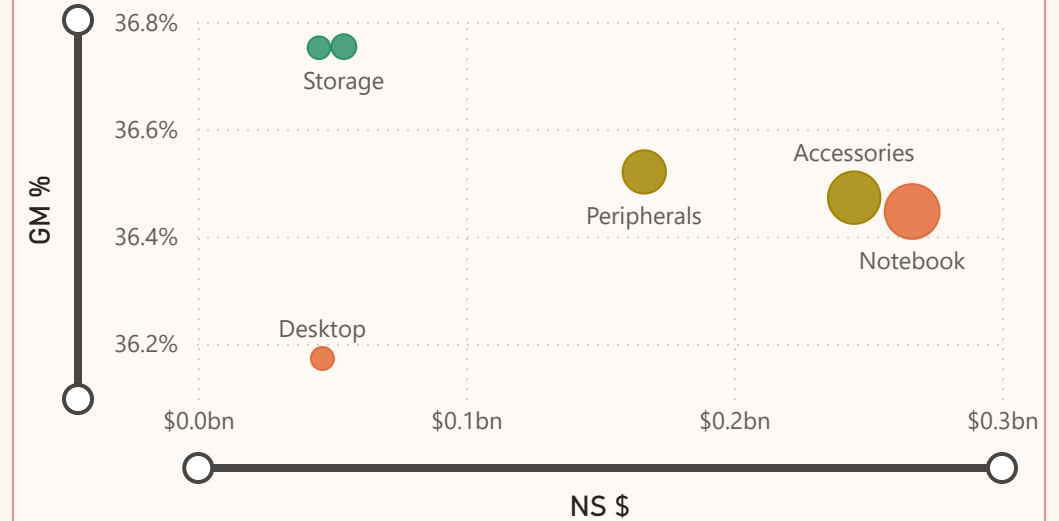
Product Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%
⊕ Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
⊕ Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
⊕ Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
⊕ Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
⊕ Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Show NP %

Performance Matrix

division ● N & S ● P & A ● PC

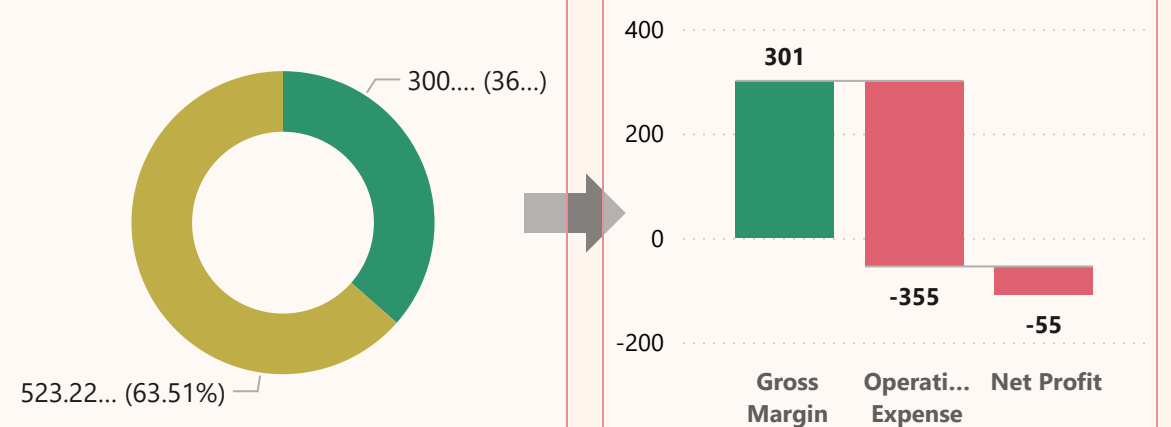


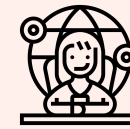
Region / Market / Customer performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
⊕ APAC	\$441.98M	156.21M	35.34%	-33.33M	-7.54%
⊕ EU	\$200.77M	76.98M	38.34%	2.81M	1.40%
⊕ LATA M	\$3.16M	1.19M	37.54%	0.20M	6.18%
⊕ NA	\$177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	\$823.85M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics

● Gross Margin ● Total COGS





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2019	2020	2021	2022 Est	
Vs LY		Vs Target		
region/market				
All				
customer				
All				
segment/category...				
All				

80.21%✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.7K✓

LY: 491.6K (-252.91%)

Net Error

9780.7K!

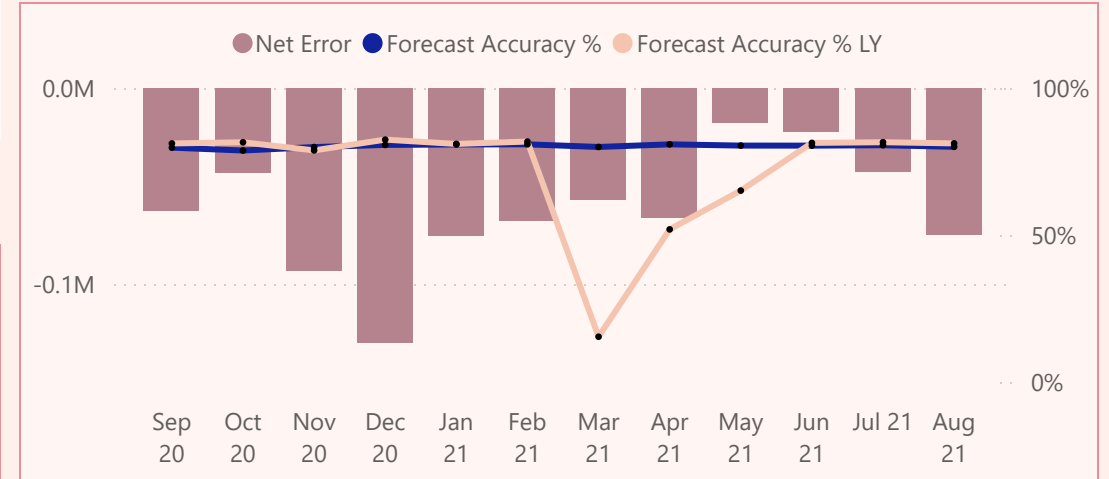
LY: 5743.2K (+70.3%)

ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.2%	Oos
All-Out	29.09%	35.18%	-12425	-30.7%	Oos
Amazon	74.54%	48.43%	-155116	-2.3%	Oos
Atliq e Store	74.59%	55.24%	-94643	-2.3%	Oos
AtliQ Exclusive	71.69%	56.65%	-189086	-4.6%	Oos
BestBuy	35.31%	7.31%	-73279	-17.0%	Oos
Billa	18.29%	26.05%	-37856	-47.1%	Oos
Circuit City	35.02%	9.90%	-84752	-19.0%	Oos
Control	47.42%	30.41%	-64707	-12.0%	Oos
Costco	49.42%	33.18%	-24581	-3.5%	Oos
Currys (Dixons Carphone)	35.92%	35.91%	-44680	-35.5%	Oos
Digimarket	40.79%	39.69%	-72129	-23.2%	Oos
Ebay	50.49%	18.21%	-49299	-4.2%	Oos
Electricalsbea Stores	51.56%	41.94%	-10310	-13.6%	Oos
Electricalslance Stores	54.69%	41.81%	-4143	-2.5%	Oos
Elkjøp	53.55%	45.00%	-39201	-10.9%	Oos
Flipkart	52.59%	11.82%	-91770	-5.8%	Oos
Free Desktop	54.22%	26.24%	-8252	-2.4%	Oos
Total	80.21%	72.99%	-751714	-1.5%	Oos

Net Sales Performance Over Time



Top Bottom Products &Customers By Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
Storage	83.54%	81.01%	1507656	-6.36%	EI
Networking	90.40%	52.50%	227056	-6.44%	EI
Desktop	84.37%	70.07%	16205	-7.04%	EI
Notebook	79.99%	76.65%	-51254	-6.64%	Oos
Peripherals	83.23%	75.18%	-318194	-6.62%	Oos
Accessories	77.66%	71.42%	-2133183	-6.65%	Oos
Total	80.21%	72.99%	-751714	-6.63%	Oos



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Vs LY Vs Target

region/market

All

customer

All

segment/category...

All

\$823.85M✓

BM: 267.98M

Net Sales

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BM: 37.10% (-1.65%)

GM%

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BM: -0.85% (-676.38%)

Net Profit %

80.21%✓

BM: 72.99% (+9.88%)

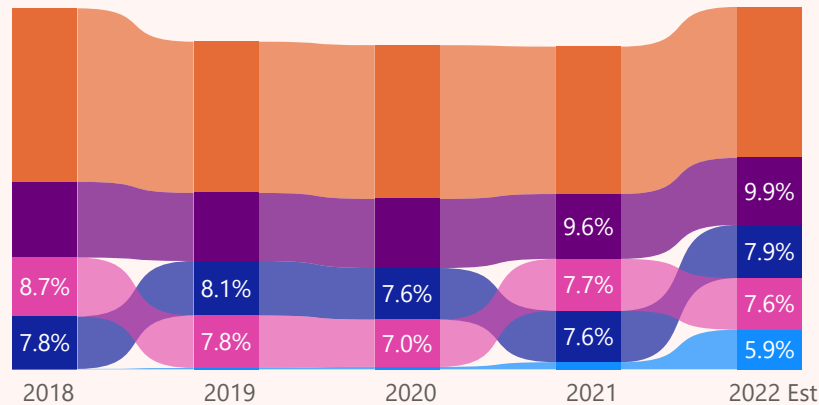
Forecast Accuracy

Key Insights By Sub Zone

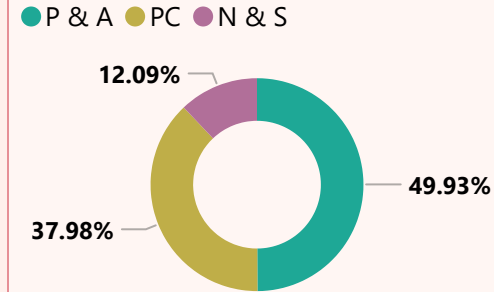
sub_zone	NS \$	RC %	GM %	Net Profit %	Atliq MS %	Net Error %	Risk
India	\$210.7M	25.6%	32.0%	↓ -24.7%	2.5%	3.9%	EI
ROA	\$186.9M	22.7%	38.3%	8.2%	1.5%	-21.6%	Oos
NA	\$177.9M	21.6%	37.2%	↓ -13.7%	0.8%	-7.1%	Oos
NE	\$109.3M	13.3%	38.0%	-1.1%	1.2%	11.3%	EI
SE	\$91.5M	11.1%	38.7%	4.4%	3.6%	10.6%	EI
ANZ	\$44.4M	5.4%	38.5%	↓ 7.3%	0.3%	-5.2%	Oos
LATAM	\$3.2M	0.4%	37.5%	6.2%	0.0%	5.3%	EI
Total	\$823.8M	100.0%	36.5%	-6.6%	1.1%	-1.5%	Oos

PC Market Share Trend- AtliQ & Competitor

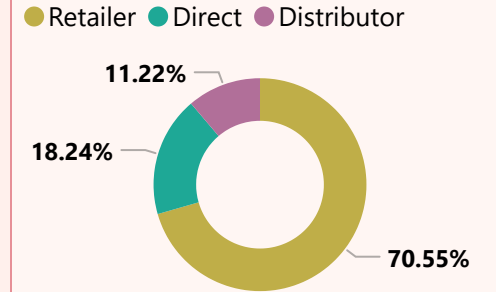
manufacturer ● atliq ● bp ● dale ● innovo ● pacer



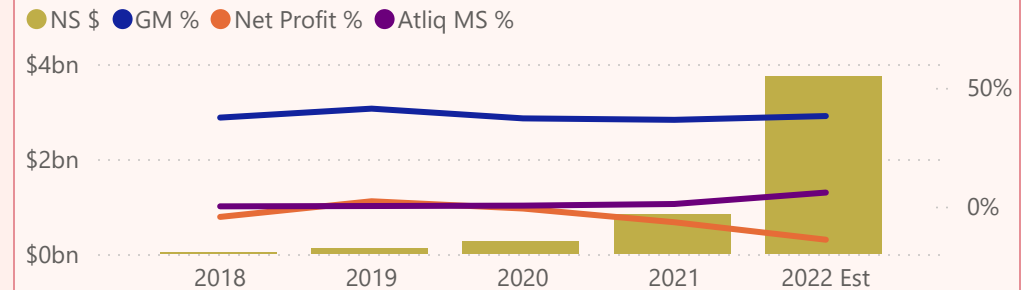
Revenue by Division



Revenue by Channel



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



Top 5 Customer by Revenue

customer	RC %	GM %
Flipkart	3.1%	30.23% ↓
Sage	3.3%	35.16%
Amazon	13.2%	35.40% ↓
Atliq e Store	8.5%	37.54%
AtliQ Exclusive	9.7%	43.73% ↓
Total	37.8%	37.58% ↓

Top 5 Products by Revenue

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