

region, market

All

customer

All

segment, category...

All

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

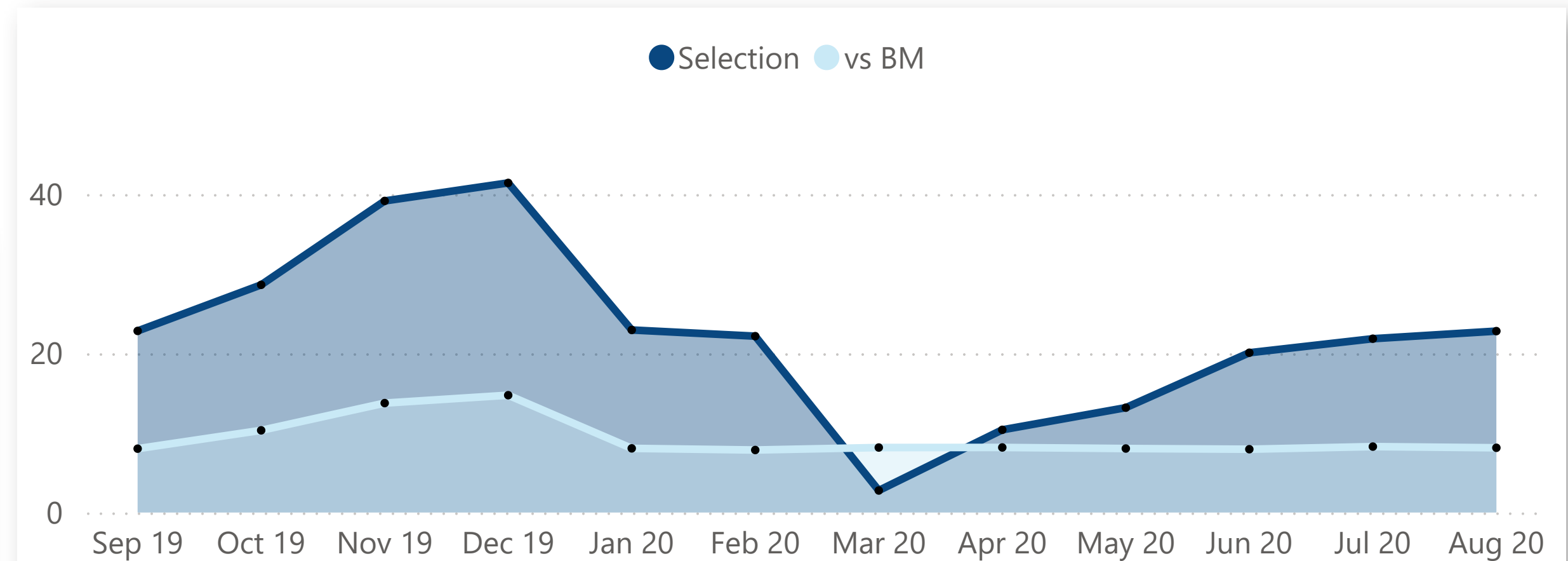
YTD

YTG

Vs LY

Vs Target

Net Sales Performance Over Time



Top/Bottom Products/Customers by Net Sales

region		P&L Values	P&L Chg%
+	APAC	147.98	107.48
+	EU	55.79	224.03
+	LATAM	2.00	141.89
+	NA	62.21	182.70
Total		267.98	140.61

segment		P&L Values	P&L Chg%
-	Accessories	66.23	136.21
-	Batteries	0.35	
	AQ LION x1	0.08	
	AQ LION x2	0.09	
	AQ LION x3	0.12	
	AQ Mx NB	0.05	
+	Keyboard	41.37	136.87
+	Mouse	24.51	131.82
+	Desktop	0.95	
-	Networking	26.22	51.00
Total		267.98	140.61

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	95.85	29.72	66.13	222.51
- 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
GM / Unit	4.79	4.25	0.53	12.49
Operational expenses	-101.71	-43.43	-58.28	-134.21
net profit	-2.29	2.46	-4.75	-193.08

BM=Bench Mark LY=Last Year