



market

customer

segment, category, p...

Q1

Q2

Q3

Q4

YTD

YTG

2018

2019

2020

2021

2022  
Est

## Product Performance

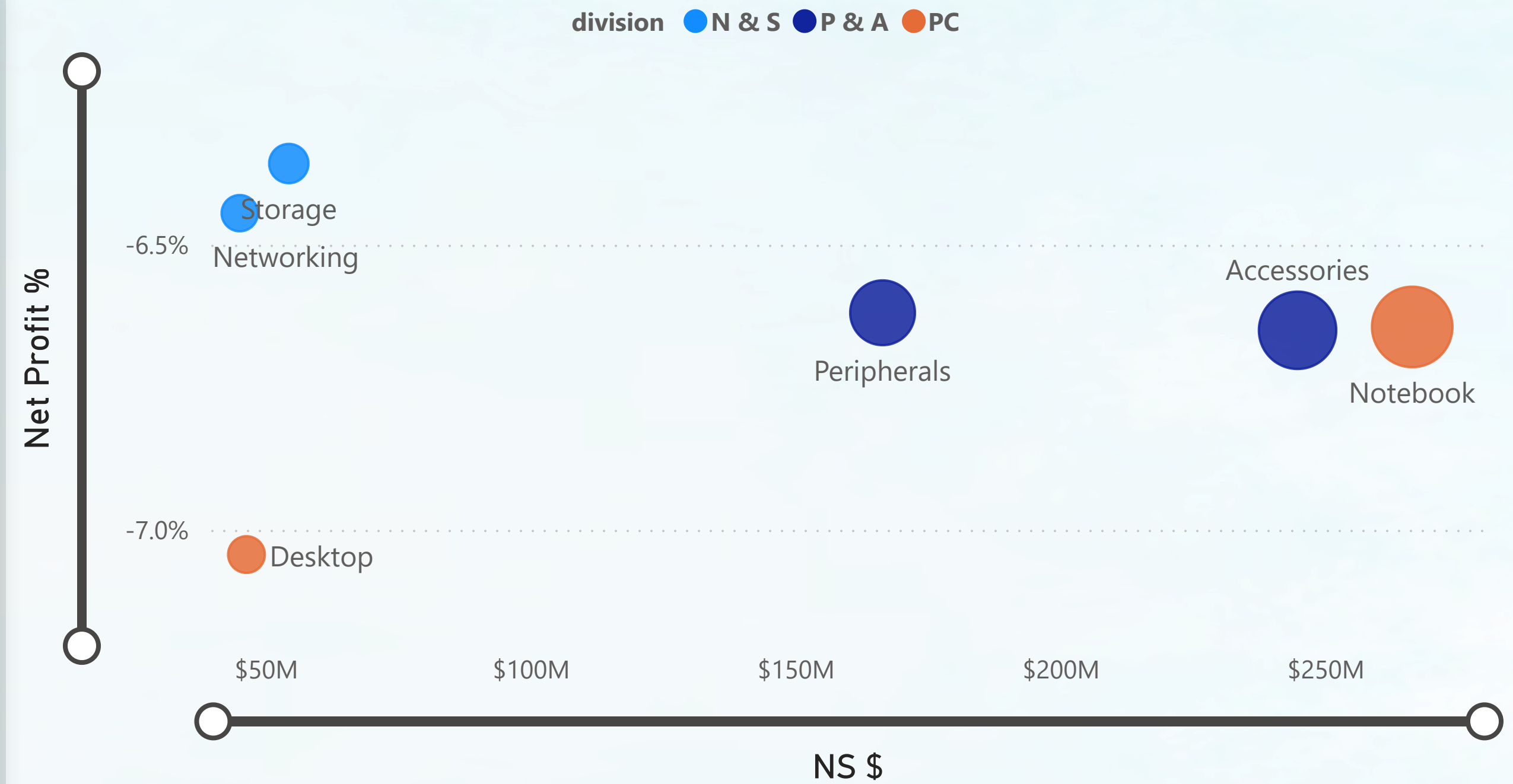
segment	NS \$	GM \$	GM %	Net profit \$	Net Profit %
<div><div></div>Accessories</div>	\$244.85M	\$89.30M	36.47%	-16.28M	-6.65%
<div><div></div>Batteries</div>	\$7.40M	\$2.69M	36.30%	-0.50M	-6.72%
<div><div></div>Keyboard</div>	\$134.14M	\$48.93M	36.48%	-8.91M	-6.65%
<div><div></div>Mouse</div>	\$103.30M	\$37.68M	36.48%	-6.87M	-6.65%
<div><div></div>Desktop</div>	\$46.43M	\$16.79M	36.17%	-3.27M	-7.04%
<div><div></div>Business Laptop</div>	\$33.75M	\$12.14M	35.97%	-2.39M	-7.09%
<div><div></div>Personal Desktop</div>	\$12.68M	\$4.65M	36.70%	-0.88M	-6.92%
<div><div></div>Networking</div>	\$45.16M	\$16.60M	36.75%	-2.91M	-6.44%
<div><div></div>Notebook</div>	\$266.49M	\$97.12M	36.45%	-17.71M	-6.64%
<div><div></div>Business Laptop</div>	\$74.88M	\$27.37M	36.55%	-4.88M	-6.52%
<div><div></div>Gaming Laptop</div>	\$78.53M	\$28.92M	36.83%	-4.92M	-6.27%
<div><div></div>Personal Laptop</div>	\$113.07M	\$40.84M	36.11%	-7.90M	-6.99%
<div><div></div>Peripherals</div>	\$166.51M	\$60.81M	36.52%	-11.02M	-6.62%
<div><div></div>Storage</div>	\$54.42M	\$20.00M	36.75%	-3.46M	-6.36%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.63%

## Region / Market 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%
+ NA	\$177.94M	\$66.25M	37.23%	-24.32M	-13.67%
+ LATAM	\$3.16M	\$1.19M	37.54%	0.20M	6.18%
Total	\$823.85M	\$300.63M	36.49%	-54.65M	-6.63%

**Show GM%**

## Performance Matrix



## Unit Economics

