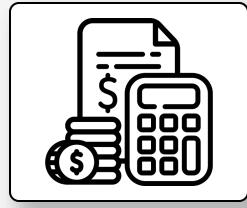
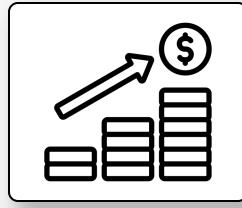


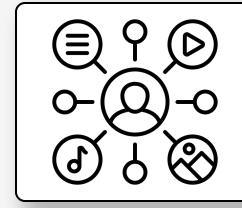
Home Page



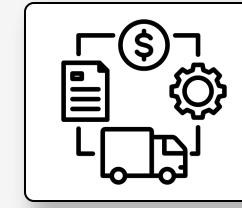
Finance View



Sales View



Marketing View



Supply Chain View

region, mar...

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022



Q1

Q2

Q3

Q4

YTD

YTG

Net Sales Performance Over Time



₹ 268.0M ✓
LY: ₹ 111.4M (+140.61%)

Net Sales

37.10%!
LY: 41.20% (-9.95%)

GM %

-0.85%!
LY: 0.02 (-138.68%)

Net Profit %

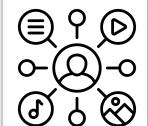
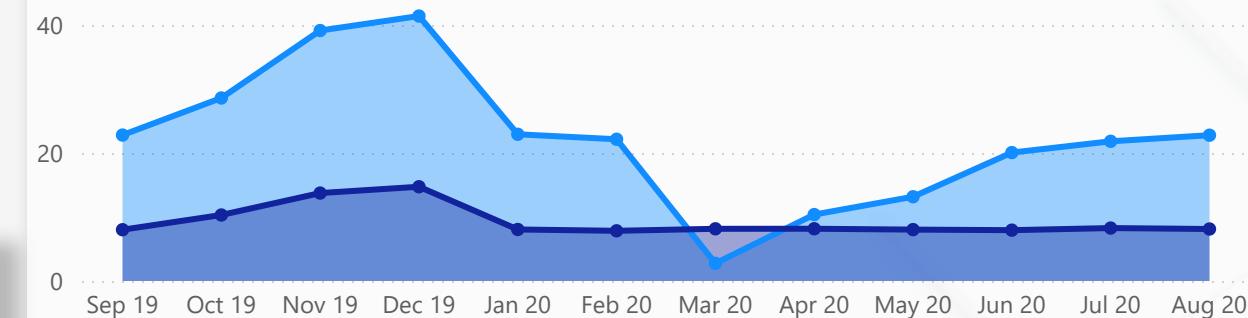


Profit and Loss Statement

Line Item	2020	LY	YoY Chg	YoY Chg %
Net Profit %	-0.85	2.21	-3.06	-138.68
Net Profit	-2.29	2.46	-4.75	-193.08
Operational Expense	-101.71	-43.43	-58.28	134.21
GM / Unit	4.79	4.25	0.53	12.49
Gross Margin %	37.10	41.20	-4.10	-9.95
Gross Margin	99.42	45.89	53.53	116.66
Total COGS	168.56	65.49	103.07	157.39
- Other Cost	1.10	0.51	0.59	115.02
- Freight Cost	7.16	2.64	4.52	171.46
- Manufacturing Cost	160.30	62.34	97.96	157.14
Net Sales	267.98	111.37	156.60	140.61
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
- Post Deductions	47.43	20.53	26.90	131.02
- Post Discounts	95.85	29.72	66.13	222.51
Net Invoice Sales	411.25	161.62	249.63	154.45
Pre Invoice Deduction	124.69	47.44	77.26	162.85



● Selected Year ● Previous Year



Top / Bottom Products & Customers by Net Sales

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

segment	P & L	P & L YoY
	values	Chg %
+ Peripherals	60.63	207.22
+ Notebook	86.39	166.63
+ Accessories	66.23	136.21
+ Storage	27.56	99.17
+ Networking	26.22	51.00
+ Desktop	0.95	0.00
Total	267.98	140.61

region, mar...

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022



>

Q1

Q2

Q3

Q4

YTD

YTG

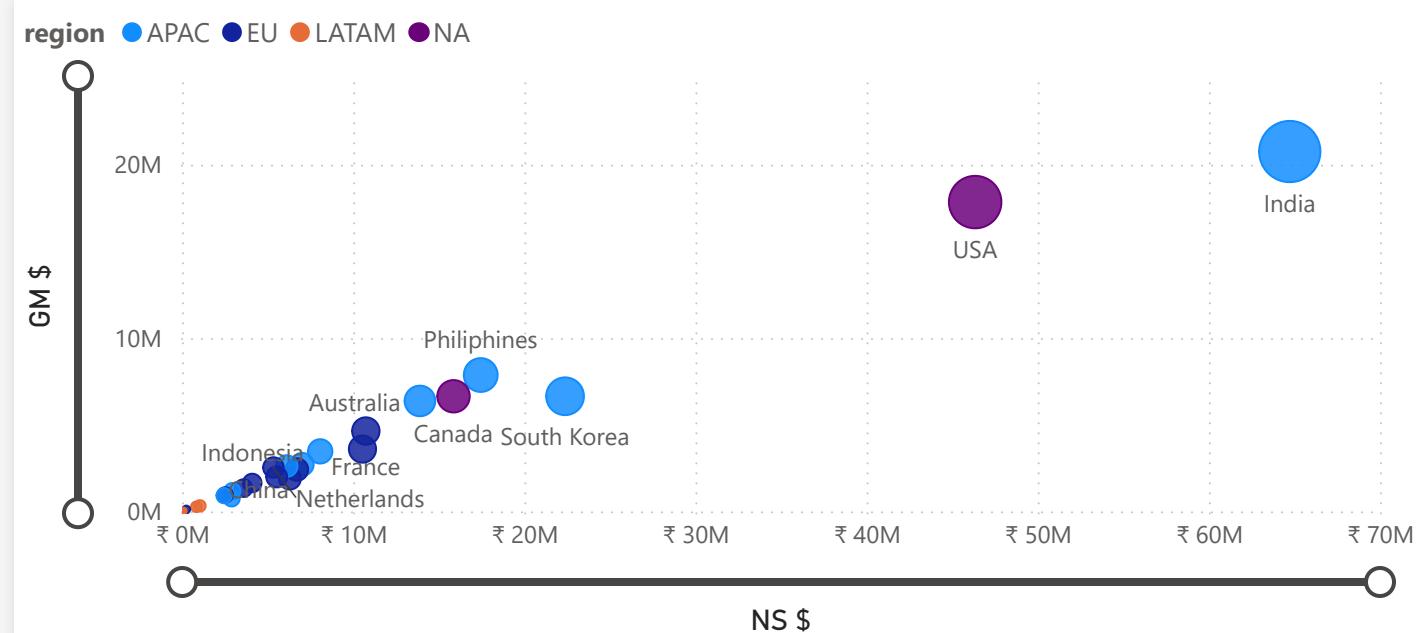
Product Performance

customer	NS \$	GM \$	GM %
AltiQ Exclusive	₹ 20.28M	9.74M	48.02%
Insight	₹ 1.33M	0.64M	47.77%
Sound	₹ 2.18M	1.02M	46.64%
Synthetic	₹ 5.75M	2.54M	44.23%
Elkjøp	₹ 1.71M	0.74M	43.42%
Media Markt	₹ 1.69M	0.73M	43.36%
Electricals lance Stores	₹ 0.97M	0.42M	43.23%
Forward Stores	₹ 1.95M	0.82M	41.74%
Novus	₹ 4.88M	2.01M	41.28%
Integration Stores	₹ 0.21M	0.09M	40.82%
Digimarket	₹ 2.23M	0.91M	40.82%
Total	₹ 267.98M	99.42M	37.10%

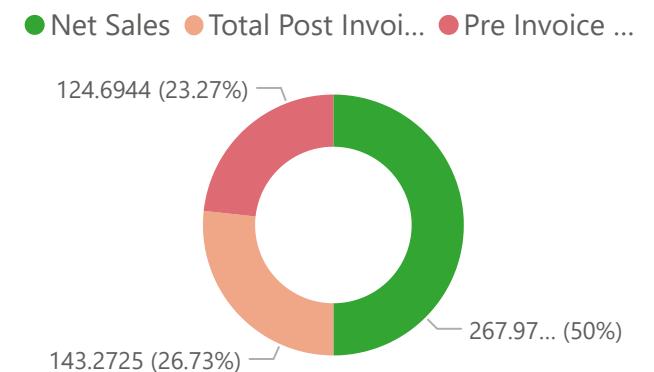
Region / Market / Customer performance

segment	NS \$	GM \$	GM %
Networking	₹ 26.22M	9.83M	37.51%
Peripherals	₹ 60.63M	22.72M	37.47%
Notebook	₹ 86.39M	32.04M	37.08%
Accessories	₹ 66.23M	24.56M	37.07%
Desktop	₹ 0.95M	0.35M	36.47%
Storage	₹ 27.56M	9.93M	36.05%
Total	₹ 267.98M	99.42M	37.10%

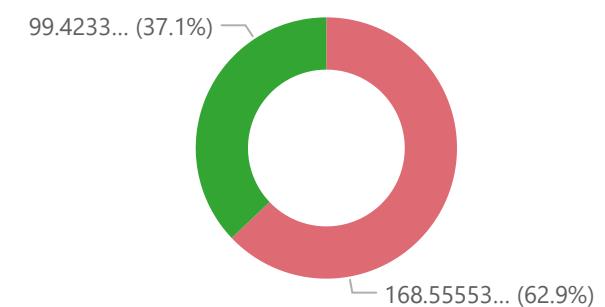
Performance Matrix



Unit Economics



● Total COGS ● Gross Margin



region, mar...

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022



Q1

Q2

Q3

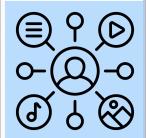
Q4

YTD

YTG

Profit and Loss Statement

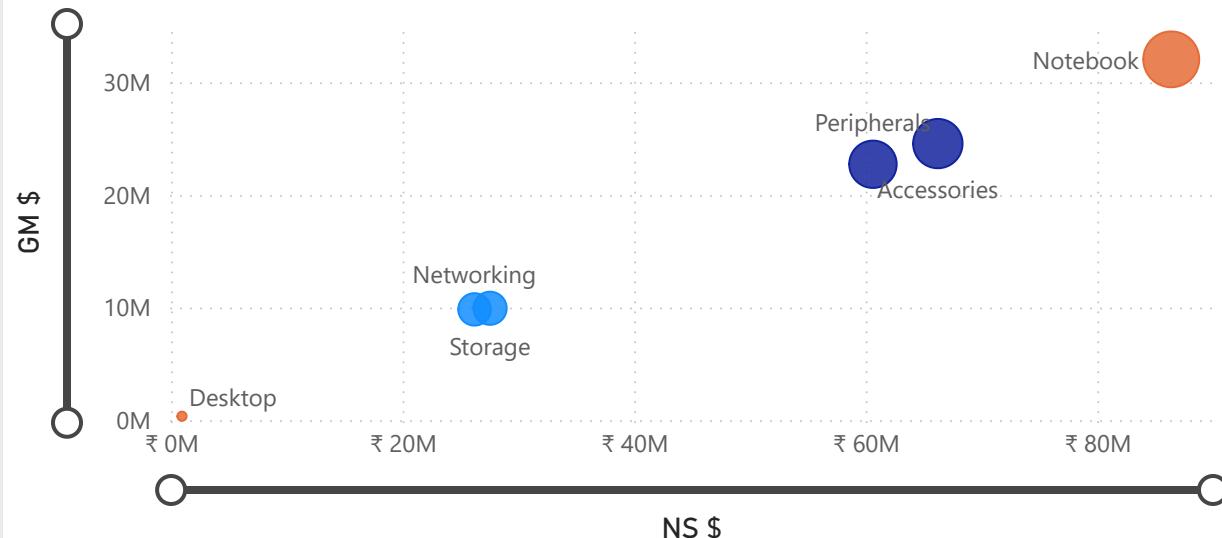
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	₹ 26.22M	9.83M	37.51%	-0.12M	-0.47%
Peripherals	₹ 60.63M	22.72M	37.47%	-0.29M	-0.48%
Notebook	₹ 86.39M	32.04M	37.08%	-0.79M	-0.92%
Accessories	₹ 66.23M	24.56M	37.07%	-0.56M	-0.85%
Desktop	₹ 0.95M	0.35M	36.47%	-0.03M	-2.88%
Storage	₹ 27.56M	9.93M	36.05%	-0.49M	-1.78%
Total	₹ 267.98M	99.42M	37.10%	-2.29M	-0.85%



Profit and Loss Statement

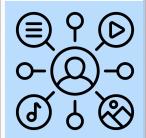
NS \$, GM \$, NS \$ and GM % by segment and division

division ● N & S ● P & A ● PC



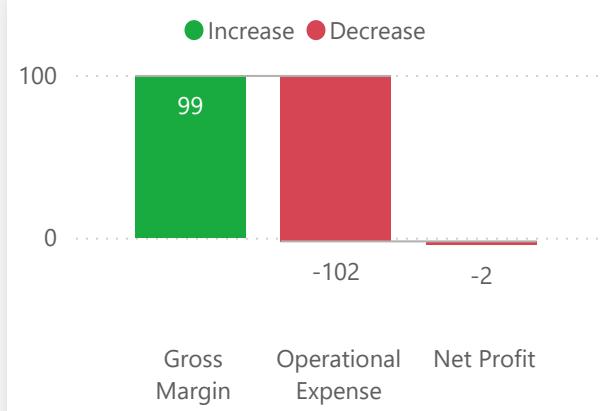
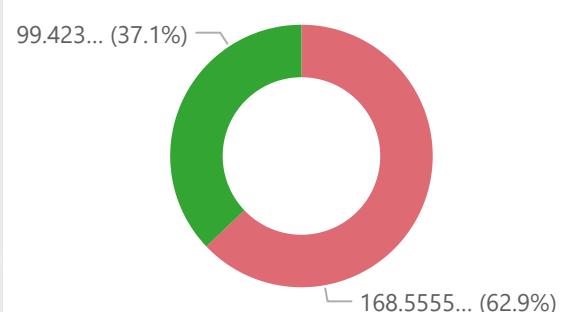
Profit and Loss Statement

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
NA	₹ 62.21M	24.48M	39.35%	-1.11M	-1.79%
EU	₹ 55.79M	21.10M	37.82%	0.35M	0.62%
APAC	₹ 147.98M	53.23M	35.97%	-1.52M	-1.03%
LATAM	₹ 2.00M	0.62M	30.96%	0.00M	-0.08%
Total	₹ 267.98M	99.42M	37.10%	-2.29M	-0.85%



Unit Economics

● Total COGS ● Gross Margin



region, mar...

All

customer

All

segment, category, pr...

All

2018

2019

2020

2021

2022



Q1

Q2

Q3

Q4

YTD

YTG



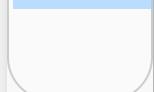
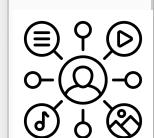
73.0%!
LY: 86.4% (-15.57%)

Forecast Accuracy

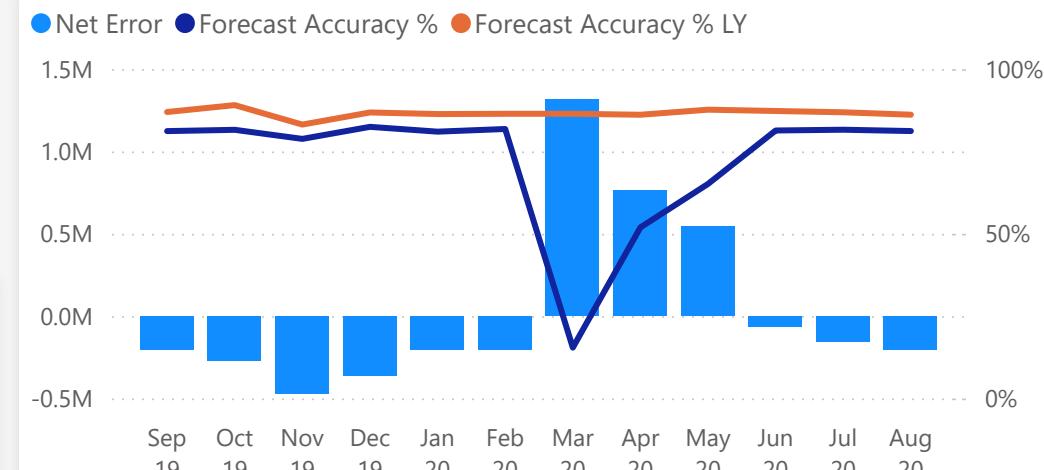
491.6K✓
LY: 637.5K (-22.88%)

Net Error

5743.2K✓
LY: 1547.8K (+271.06%)

ABS Error**Key Metrics By Customer**

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	8.69%	56.42%	-83357	-39.76%	Out of Stock
All-Out	35.18%		5699	25.31%	Excess Inventory
AltiQ Exclusive	56.78%	74.90%	277481	17.68%	Excess Inventory
Amazon	48.43%	78.07%	-917373	-31.93%	Out of Stock
Argos (Sainsbury's)	43.27%	56.06%	10038	10.79%	Excess Inventory
Atlas Stores	39.19%	47.32%	24488	26.07%	Excess Inventory
Atliq e Store	55.24%	76.51%	-544329	-28.48%	Out of Stock
Atliq Exclusive	32.66%	49.91%	53199	18.15%	Excess Inventory
BestBuy	7.31%	26.90%	-44305	-32.55%	Out of Stock
Billa	26.05%	36.08%	-2483	-5.80%	Out of Stock
Boulanger	38.12%	45.56%	-7244	-8.78%	Out of Stock
Chip 7	41.32%	30.35%	79770	37.39%	Excess Inventory
Chiptec	27.04%		-4136	-10.85%	Out of Stock
Circuit City	9.90%	26.23%	-47555	-34.82%	Out of Stock
Total	72.99%	86.45%	491599	2.31%	Excess Inventory

Accuracy / Net Error Trends**Key Metrics By Products**

segment	Forecast Accuracy %	Net Error	Net Profit %	Risk
Accessories	71.42%	-167818	-0.85%	Out of Stock
Desktop	70.07%	-52	-2.88%	Out of Stock
Networking	52.50%	-379134	-0.47%	Out of Stock
Notebook	76.65%	146640	-0.92%	Excess Inventory
Peripherals	75.18%	193476	-0.48%	Excess Inventory
Storage	81.01%	698487	-1.78%	Excess Inventory
Total	72.99%	491599	-0.85%	Excess Inventory