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\$3.74bn

BM: 0.82bn (+353.5%)

Net Sales

38.08%

BM: 36.49% (+4.37%)

GM %

-13.98%

BM: -0.07 (-110.79%)

Net Profit %

Profit and Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
Operational Expense	-1,945.30	-355.28	-1,590.02	447.54
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79

Net Sales Performance Over Time

vs LY

vs Target

Top / Bottom Products & Customer by Net Sales

region	P & L Values	P & L Chg %	segment	P & L Values	P & L Chg %
NA	1,022.09	474.40	Accessories	454.10	85.46
USA	770.26	483.31	Batteries	71.37	863.77
Canada	251.83	448.76	Keyboard	225.25	67.92
LATAM	14.82	368.40	Mouse	157.48	52.45
Columbia	1.00	531.04	Desktop	711.08	1,431.55
Brazil	4.97	395.24	Networking	38.43	-14.89
Mexico	5.81	385.93	Notebook	1,580.43	493.06
Chile	3.04	277.02	Peripherals	897.54	439.03
APAC	1,923.77	335.27	Storage	54.59	0.32
EU	775.48	286.26	Total	3,736.17	353.50
Total	3,736.17	353.50			

GM= Gross Margin BM= Benchmark LY= Last Year

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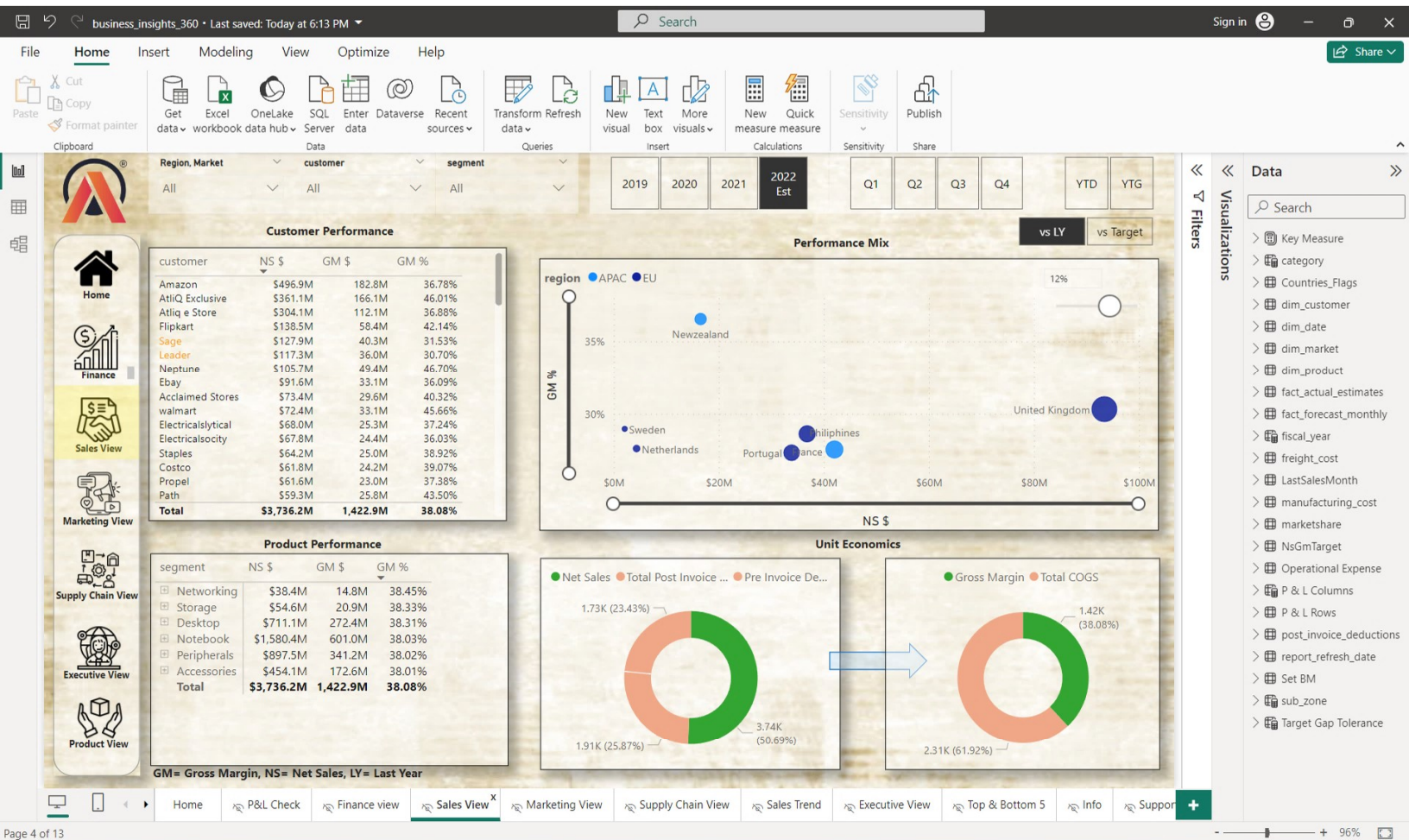
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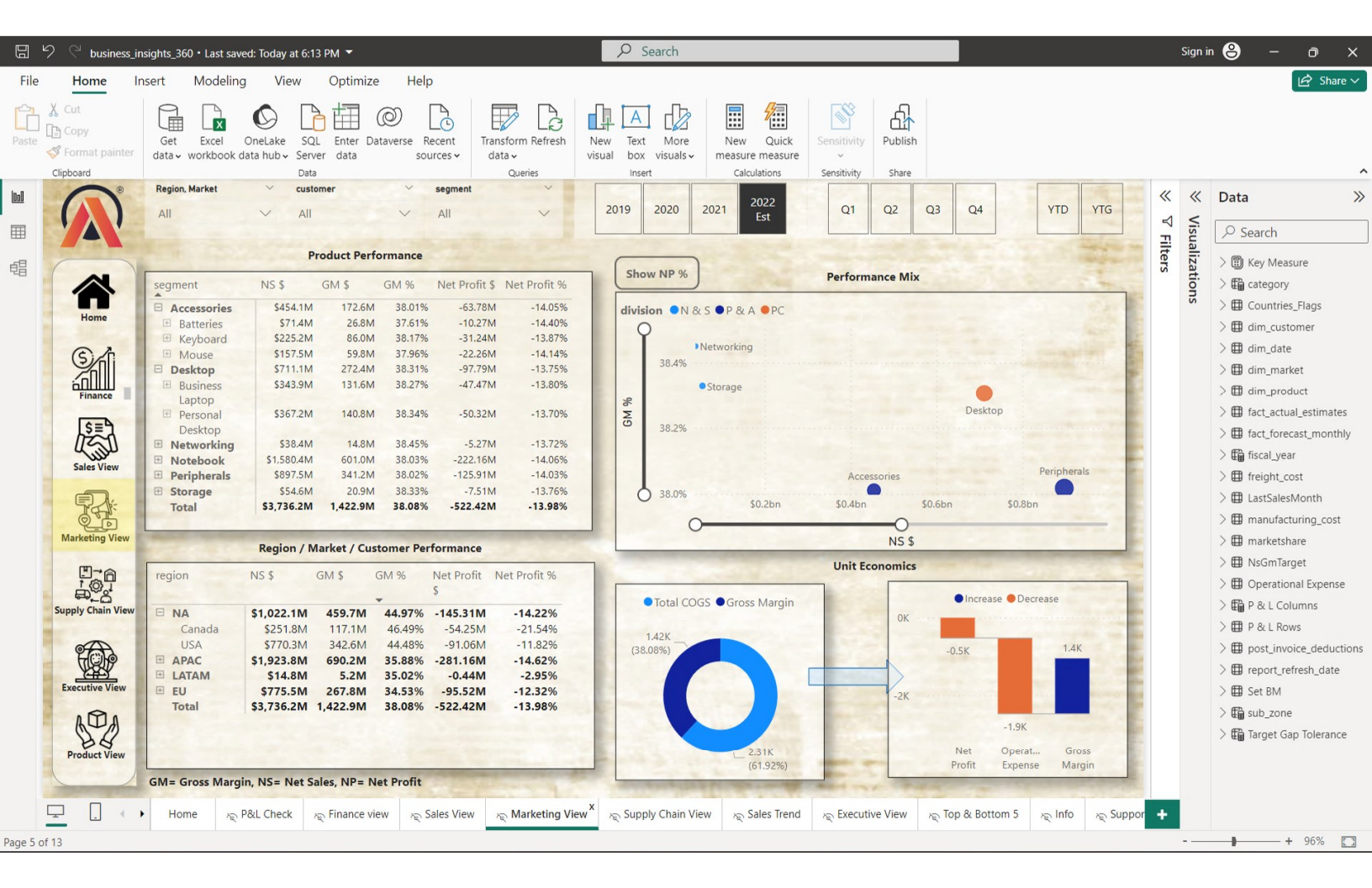
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81.17%
LY: 80.21% (+1.2%)
Forecast Accuracy

-3472.7K
LY: -751.7K (-361.97%)
Net Error

6899.0K
LY: 9780.7K (-29.46%)
ABS Error

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
All-Out	43.96%	29.09%	-150	-0.32%	OOS
Amazon	73.79%	74.54%	-464694	-9.22%	OOS
Argos	54.78%	56.08%	-23040	-17.60%	OOS
(Sainsbury's)					
Atlas Stores	49.53%	48.16%	-4182	-2.31%	OOS
Atliq e Store	74.22%	74.59%	-294868	-9.65%	OOS
AtliQ Exclusive	70.35%	71.69%	-359242	-11.91%	OOS
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Boulanger	52.69%	58.77%	-48802	-20.21%	OOS
Chip 7	34.56%	53.44%	-85293	-35.01%	OOS
Chiptec	50.49%	52.54%	-20102	-11.36%	OOS
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Coolblue	47.66%	52.95%	-34790	-15.34%	OOS
Costco	51.95%	49.42%	101913	15.79%	EI
Croma	36.58%	42.78%	-77649	-16.54%	OOS
Currys (Dixons)	54.29%	35.92%	8104	6.00%	EI
Total	81.17%	80.21%	-3472690	-9.48%	OOS

Net Sales Performance Over Time

Top / Bottom Products & Customer by Net Sales

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Accessories	87.42%	77.66%	341468	1.72%	EI
Batteries	55.82%	85.08%	-920667	-44.18%	OOS
Keyboard	92.06%	55.08%	421416	5.23%	EI
Mouse	90.37%	88.58%	840719	8.71%	EI
Desktop	87.53%	84.37%	78576	10.24%	EI
Networking	93.06%	90.40%	-12967	-1.69%	OOS
Notebook	87.24%	79.99%	-47221	-1.69%	OOS
Peripherals	68.17%	83.23%	-3204280	-31.83%	OOS
Storage	71.50%	83.54%	-628266	-25.61%	OOS
Total	81.17%	80.21%	-3472690	-9.48%	OOS

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Net Profit %

81.17%

LY: 80.21% (+1.2%)

Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error	Risk
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.37%	EI
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.61%	OOS
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.47%	OOS
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.56%	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.56%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.37%	OOS
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.35%	EI
Total	\$3,736.2M	100.0%	38.1%	-14.0%	5.9%	-9.48%	OOS

PC Market Share Trend- AtliQ & Competitors

Manufacturer

Atliq

bp

dale

innovo

others

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 %
Amazon	13.3%	36.78%
Atliq e Store	8.1%	36.88%
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53%
Total	38.2%	39.19%

Top 5 Product By Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ Smash 1	3.8%	37.43%
AQ Smash 2	4.1%	37.40%
Total	23.2%	38.06%

BM= Benchmark, GM= Gross Margin, LY= Last Year, EI= Excess Inventory, OOS= Out of Stock

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Top 5 Countries

CanadaIndiaSouth KoreaUnited KingdomUSA

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Canada's Top 5 Product

product	GM %	GM % LY	GM % Growth
AQ F16	46.91%		46.91%
AQ BZ Allin1 Gen 2	46.83%		46.83%
AQ Lumina	46.76%		46.76%
AQ 5000 Series Electron 8 5900X Desktop Processor	47.66%	36.92%	10.75%
AQ Lite			
Relief	49.53%	33.08%	16.44%
Premium Stores	49.28%	35.65%	13.64%
Nomad Stores	47.49%	35.44%	12.05%
Atliq e Store	45.60%	34.30%	11.31%
Amazon	46.26%	36.81%	9.44%
AtliQ Exclusive	55.30%	47.55%	7.75%
Sage	45.81%	38.41%	7.40%
walmart	42.91%	35.77%	7.14%
Costco	41.35%	35.61%	5.74%
Staples	41.43%	36.21%	5.22%

Canada's Bottom 5 Product

product	GM %	GM % LY	GM % Growth
AQ Wi Power Dx1		38.55%	-38.55%
AQ 5000 Series Electron 9 5900X Desktop Processor		38.21%	-38.21%
AQ MB Elite		37.91%	-37.91%
AQ C1x3	45.54%	40.58%	4.96%
AQ Lumina Ms			
Costco	41.04%	40.69%	0.34%
Staples	41.25%	40.08%	1.18%
walmart	42.12%	40.01%	2.11%
Sage	45.05%	41.15%	3.90%
AtliQ Exclusive	55.19%	49.48%	5.72%
Amazon	46.18%	39.94%	6.24%
Nomad Stores	47.15%	40.28%	6.87%
Premium Stores	49.27%	40.85%	8.42%
Atliq e Store	45.78%	37.34%	8.44%
Relief	48.94%	38.52%	10.42%

GM= Gross Margin, LY= Last Year

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