



Region, Market

All

Customer

All

Segment, Category, Product

All

YTD

YTG

Q1

Q2

Q3

Q4

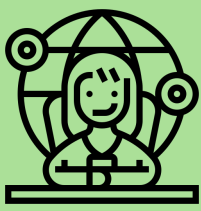
2019

2020

2021

2022
Est

vs LY

vs
Target

\$267.98M✓

BM: 111.37M (+140.61%)

Net Sales

37.10%!

BM: 41.20% (-9.95%)

GM %

-0.85%!

BM: 2.21% (-138.68%)

Net Profit %

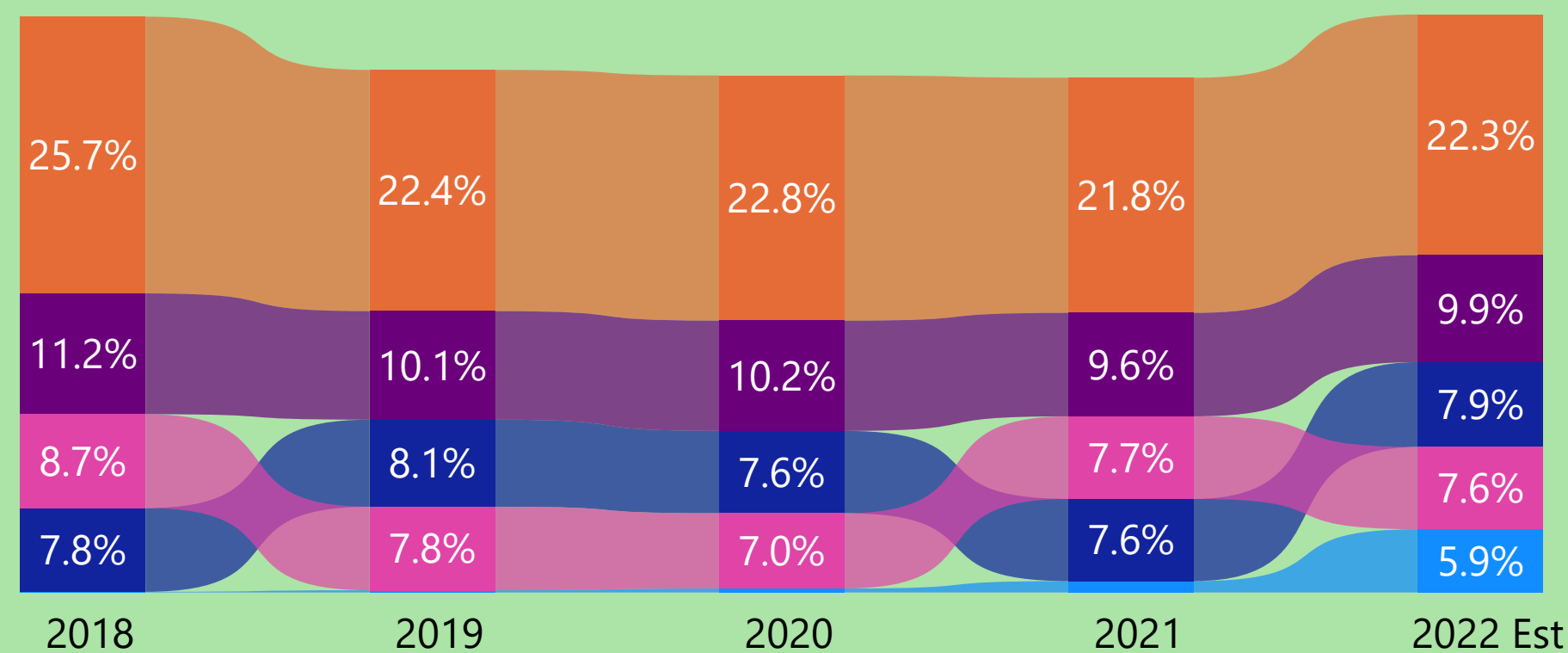
72.99%!

BM: 86.45% (-15.57%)

Forecast Accuracy

PC Market Share Trend - AtliQ & Competitors

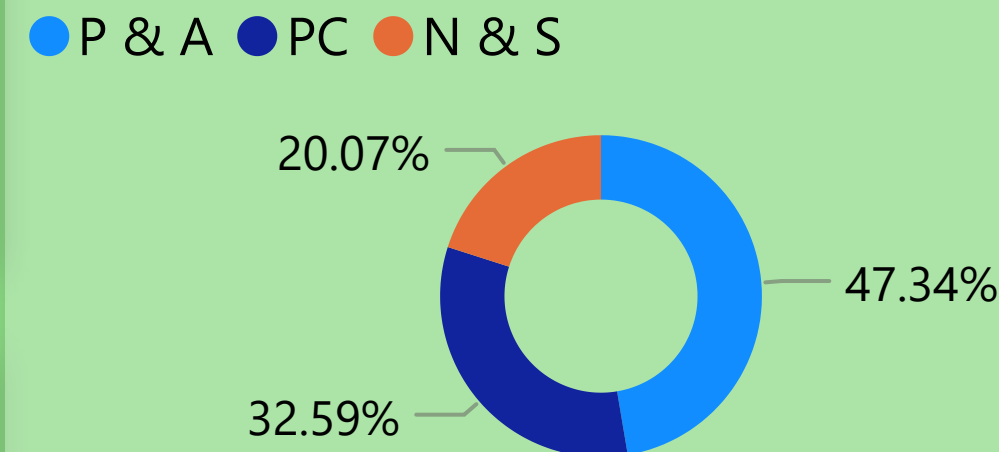
Manufacturer atliq bp dale innovo pacer



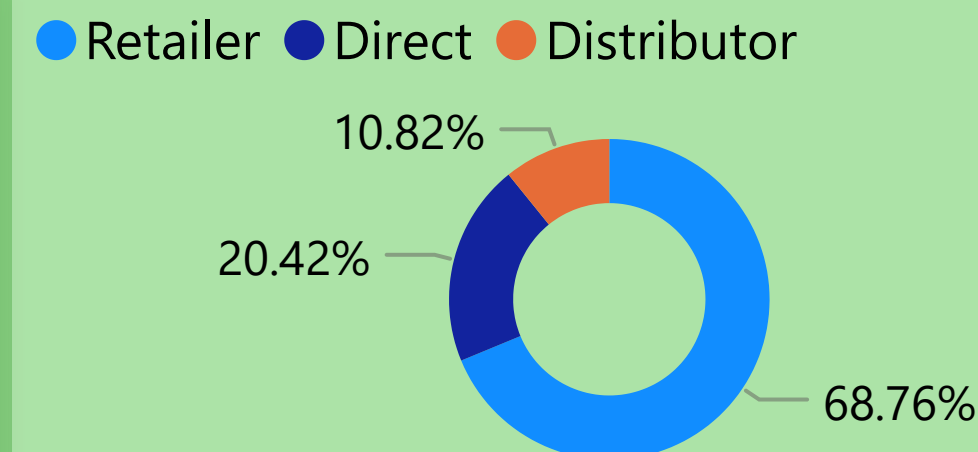
Key Insights By Sub Zone

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk
India	\$64.7M	24.2%	32.1%	↓	-14.7%	-0.8% OOS
NA	\$62.2M	23.2%	39.3%	↓	-1.8%	-22.1% OOS
ANZ	\$16.8M	6.3%	42.4%	↓	12.6%	24.2% EI
LATAM	\$2.0M	0.7%	31.0%	↓	-0.1%	1.2% EI
NE	\$30.7M	11.4%	38.0%	↓	-4.6%	8.3% EI
ROA	\$66.5M	24.8%	38.1%	↓	8.9%	9.4% EI
SE	\$25.1M	9.4%	37.6%	↓	7.0%	11.0% EI
Total	\$268.0M	100.0%	37.1%	↓	-0.9%	2.3% EI

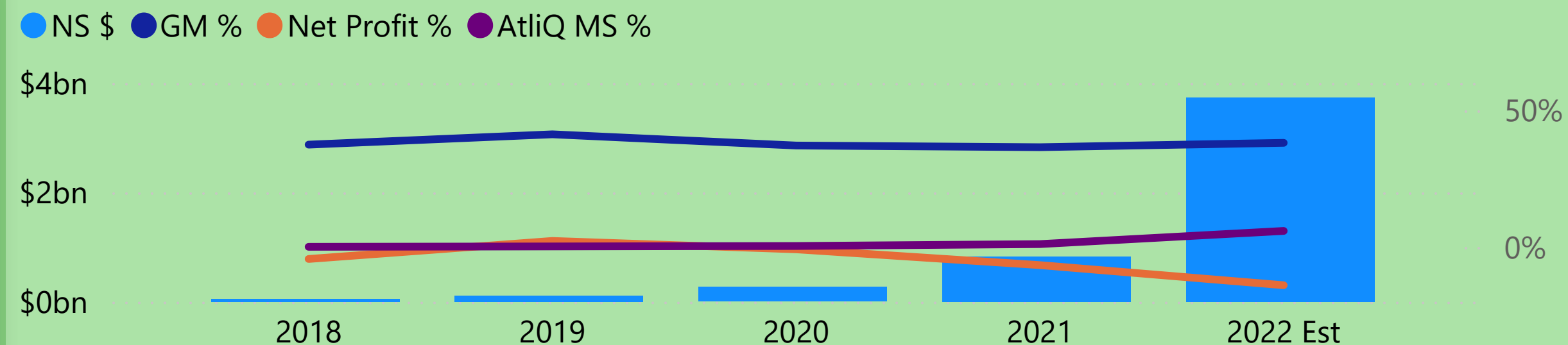
Revenue By Division



Revenue By Channel



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



Top 5 Customers By Revenue

customer	RC %	GM %
AtliQ Exclusive	8.6%	45.79% ↓
Amazon	18.6%	37.96% ↓
Atliq e Store	11.8%	37.47% ↓
Flipkart	4.1%	33.54% ↓
Sage	3.1%	31.22% ↓
Total	46.2%	38.44%

Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Compact	4.3%	36.47% ↓
AQ BZ Gen Y	4.5%	36.99% ↓
AQ Lite	4.3%	36.47% ↓
AQ Wi Power Dx1	4.4%	36.97% ↓
AQ Wi Power Dx2	5.4%	37.96% ↓
Total	22.9%	37.02%

BM = Benchmark, LY = Last Year, NS = Net Sales, GM = Gross Margin, NP = Net Profit, RC = Revenue Contribution, MS = Market Share, EI = Excess Inventory, OOS = Out Of Stock