



Business Insights 360



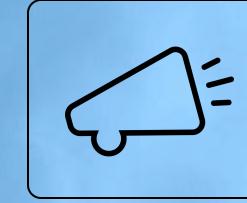
Info



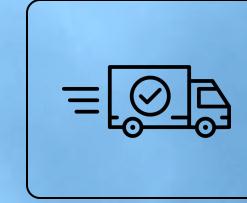
Finance View



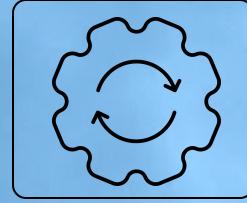
Sales View



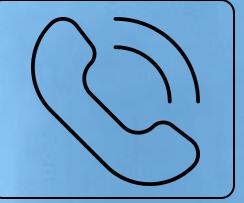
Marketing View



Supply Chain View



Executive View



Support

region, market
Allcustomer
Allsegment, category, prod...
All

2018

2019

2020

2021

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Q1

Q2

>

YTD

>

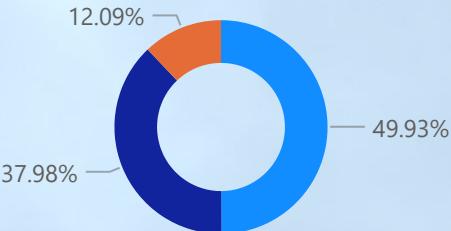
823.85M✓
(+207.43%)
Net Sales80.21%✓
(+9.88%)
GM-6.63%!
(-676.38%)
Net Profit36.49%!
BM: 37.10% (-1.65%)
Forecast accuracy

Profit and Loss Statement

| Line Item | 2021 | bm | chng | chng percntg | Total |
|------------------------------|----------|---------|----------|--------------|-----------------|
| - Freight Cost | 22.05 | 7.16 | 14.89 | 207.99 | 207.99 |
| - Manufacturing Cost | 497.78 | 160.30 | 337.48 | 210.53 | 210.53 |
| - Other Cost | 3.39 | 1.10 | 2.29 | 209.51 | 209.51 |
| - Post Deductions | 166.65 | 47.43 | 119.22 | 251.38 | 251.38 |
| - Post Discounts | 281.64 | 95.85 | 185.79 | 193.84 | 193.84 |
| GM / Unit | 5.99 | 4.79 | 1.21 | 25.21 | 25.21 |
| Gross Margin | 300.63 | 99.42 | 201.21 | 202.37 | 202.37 |
| Gross Margin % | 36.49 | 37.10 | -0.61 | -1.65 | -1.65 |
| Gross Sales | 1,664.64 | 535.95 | 1,128.69 | 210.60 | 210.60 |
| Net Invoice Sales | 1,272.13 | 411.25 | 860.88 | 209.33 | 209.33 |
| net percntg | -6.63 | -0.85 | -5.78 | 676.38 | 676.38 |
| net profit | -54.65 | -2.29 | -52.36 | 2,286.82 | 2,286.82 |
| Net Sales | 823.85 | 267.98 | 555.87 | 207.43 | 207.43 |
| operation | -355.28 | -101.71 | -253.57 | 249.30 | 249.30 |
| Pre Invoice Deduction | 392.50 | 124.69 | 267.81 | 214.77 | 214.77 |
| Total COGS | 523.22 | 168.56 | 354.66 | 210.41 | 210.41 |
| Total Post Invoice Deduction | 448.29 | 143.27 | 305.01 | 212.89 | 212.89 |

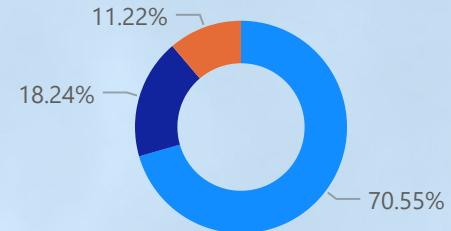
Revenue by Division

division ● P & A ● PC ● N & S



Revenue by Channels

channel ● Retailer ● Direct ● Distributor



LY Target

Top / Bottom Products & Customers by Net Sales

| Region | P & L values | P & L chng % |
|--------------|---------------|---------------|
| APAC | 441.98 | 198.67 |
| EU | 200.77 | 259.88 |
| LATAM | 3.16 | 58.41 |
| NA | 177.94 | 186.03 |
| Total | 823.85 | 207.43 |

| Segment | P & L values | P & L chng % |
|--------------|---------------|---------------|
| Storage | 54.42 | 97.48 |
| Peripherals | 166.51 | 174.64 |
| Notebook | 266.49 | 208.45 |
| Networking | 45.16 | 72.26 |
| Desktop | 46.43 | 4,791.14 |
| Accessories | 244.85 | 269.67 |
| Total | 823.85 | 207.43 |
| | 5 | |

segmen...
Allregion, m...
Allcustomer
All

2018

2019

2020

2021

> Q1

Q2

Q3

> YTD

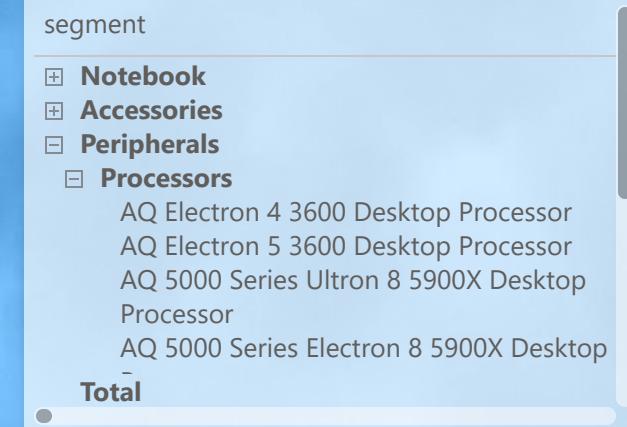
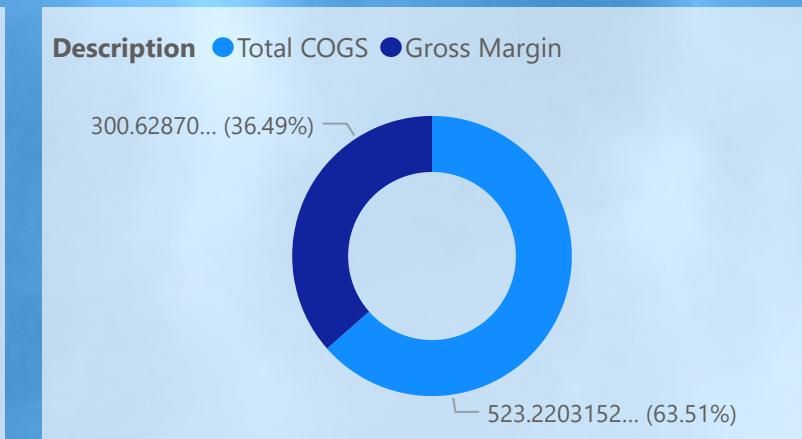
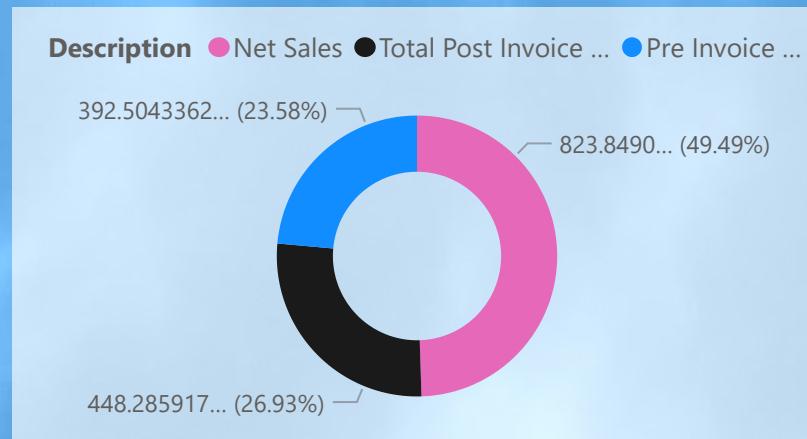
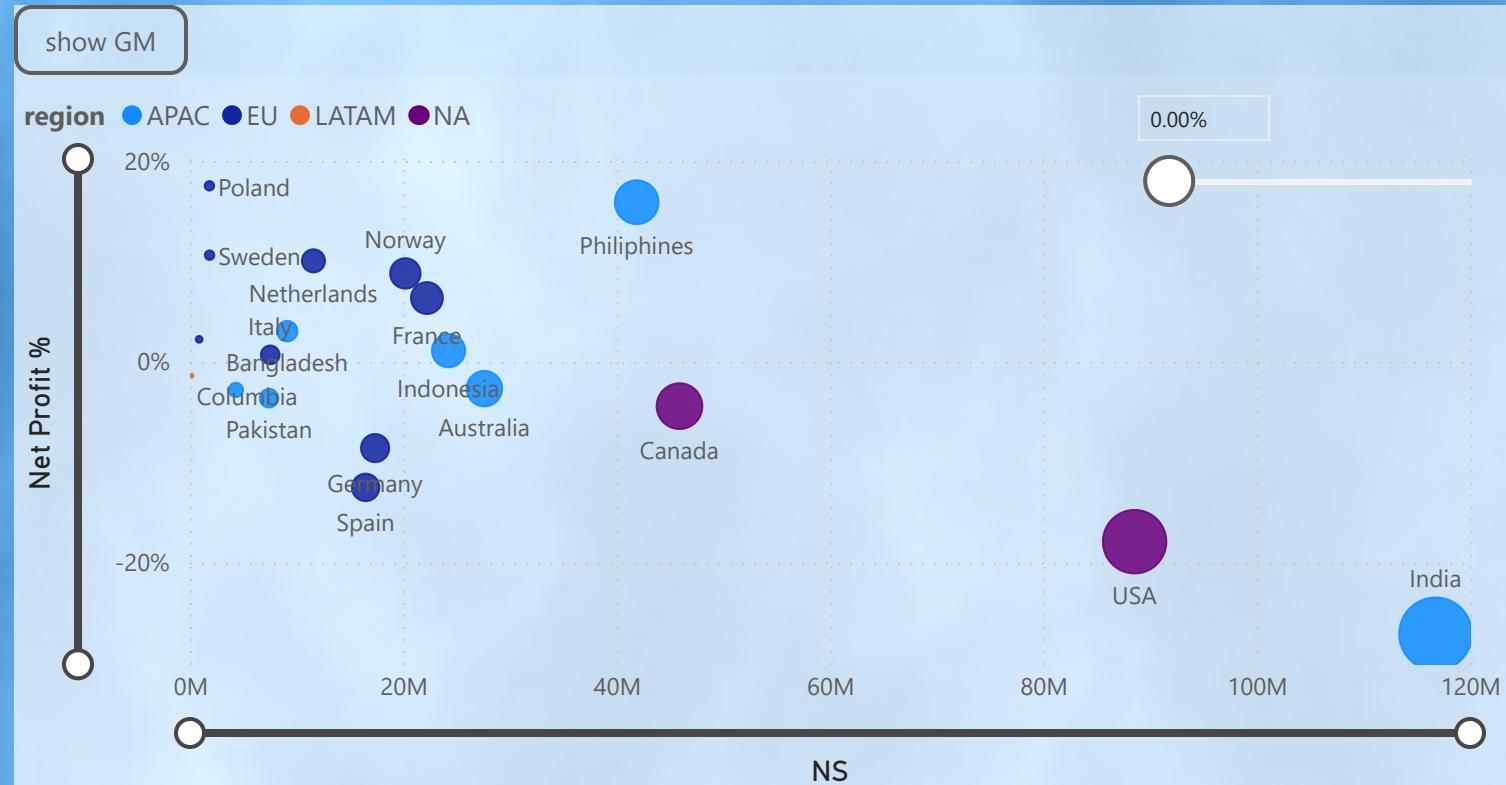
YTG

LY

Target



| customer | NS | GM | GM % |
|--------------------|----------------|----------------|---------------|
| Amazon | 109.03M | 38.59M | 35.40% |
| Atliq e Store | 70.31M | 26.40M | 37.54% |
| AtliQ Exclusive | 69.15M | 31.88M | 46.10% |
| Sage | 27.07M | 9.52M | 35.16% |
| Flipkart | 25.25M | 7.64M | 30.23% |
| Leader | 24.51M | 8.34M | 34.01% |
| Neptune | 21.00M | 8.65M | 41.17% |
| Ebay | 19.87M | 7.17M | 36.10% |
| Electricalsociety | 16.25M | 5.66M | 34.83% |
| Synthetic | 16.10M | 6.32M | 39.25% |
| Electricalslytical | 15.64M | 5.92M | 37.86% |
| Acclaimed Stores | 14.32M | 5.18M | 36.18% |
| Propel | 14.14M | 5.34M | 37.77% |
| Novus | 12.91M | 4.26M | 32.97% |
| Expression | 12.90M | 4.45M | 34.48% |
| Reliance Digital | 12.75M | 4.59M | 35.97% |
| Total | 823.85M | 300.63M | 36.49% |





market

All

region

All

customer

All

2018

2019

2020

2021

2022Est

Q1

Q2

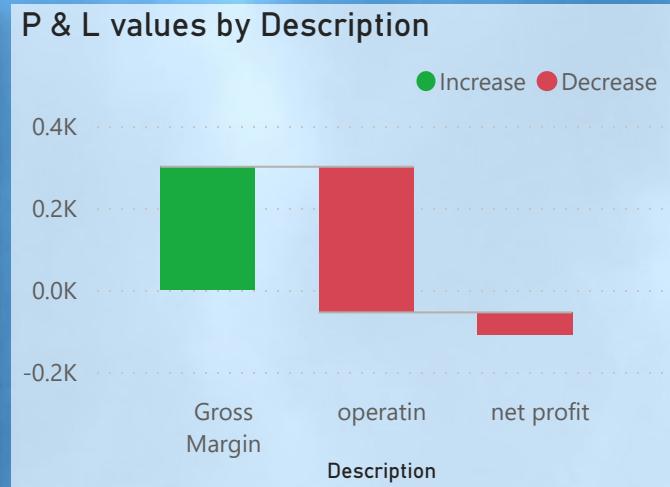
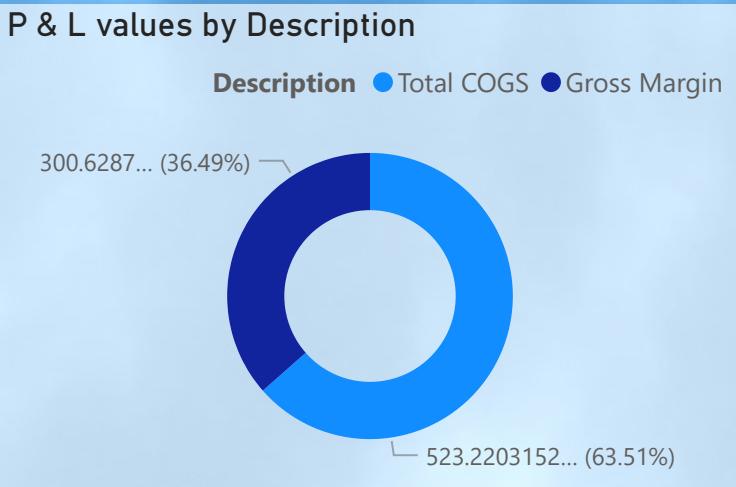
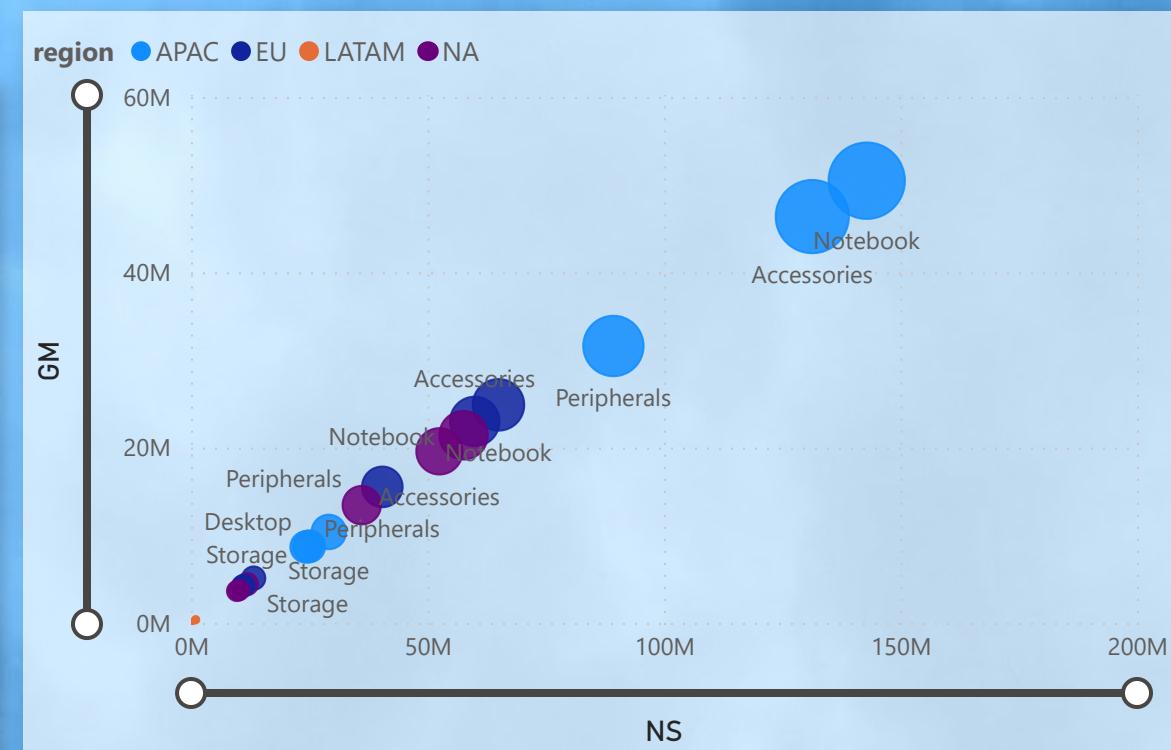
Q3

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YTD

YTG

| segment | NS | GM | GM % | Net profit | Net Prof |
|-----------------------------|----------------|----------------|---------------|----------------|--------------|
| Storage | 54.42M | 20.00M | 36.75% | -3.46M | -6.1M |
| USB Flash Drives | 5.55M | 1.97M | 35.46% | -0.42M | -7.1M |
| External Solid State Drives | 48.87M | 18.03M | 36.90% | -3.04M | -6.1M |
| AQ Neuer SSD | 11.18M | 4.17M | 37.28% | -0.65M | -5.1M |
| AQ Digit SSD | 9.25M | 3.36M | 36.31% | -0.64M | -6.1M |
| AQ Clx3 | 4.63M | 1.79M | 38.70% | -0.21M | -4.1M |
| AQ Clx2 | 12.20M | 4.52M | 37.06% | -0.72M | -5.1M |
| AQ Clx1 | 11.61M | 4.19M | 36.13% | -0.83M | -7.1M |
| Peripherals | 166.51M | 60.81M | 36.52% | -11.02M | -6.1M |
| Processors | 101.33M | 36.89M | 36.41% | -6.80M | -6.1M |
| MotherBoard | 16.04M | 5.91M | 36.85% | -1.01M | -6.1M |
| Internal HDD | 11.47M | 4.21M | 36.74% | -0.73M | -6.1M |
| Graphic Card | 37.67M | 13.79M | 36.61% | -2.48M | -6.1M |
| Notebook | 266.49M | 97.12M | 36.45% | -17.71M | -6.1M |
| Networking | 45.16M | 16.60M | 36.75% | -2.91M | -6.1M |
| Desktop | 46.43M | 16.79M | 36.17% | -3.27M | -7.1M |
| Total | 823.85M | 300.63M | 36.49% | -54.65M | -6.1M |



| region | NS | GM | GM % | Net profit | Net Pr |
|----------|---------------|---------------|---------------|---------------|--------------|
| EU | 200.8M | 77.0M | 38.34% | 2.8M | 1.1M |
| LATAM | 3.2M | 1.2M | 37.54% | 0.2M | 0.1M |
| Chile | 0.8M | 0.3M | 43.06% | 0.1M | 0.1M |
| Mexico | 1.2M | 0.5M | 39.22% | 0.1M | 0.1M |
| Brazil | 1.0M | 0.3M | 32.86% | 0.0M | - |
| Columbia | 0.2M | 0.0M | 26.47% | 0.0M | - |
| NA | 177.9M | 66.3M | 37.23% | -24.3M | -1.1M |
| Canada | 45.9M | 17.5M | 38.22% | -2.0M | - |
| USA | 132.0M | 48.7M | 36.89% | -22.3M | -1.1M |
| APAC | 442.0M | 156.2M | 35.34% | -33.3M | -1.1M |
| Total | 823.8M | 300.6M | 36.49% | -54.7M | -0.9M |



market

All

region

All

customer

All

2018 2019 2020 2021 > Q1 Q2 > YTD YTG



80.21% ✓

LY: 72.99% (+9.88%)

Forecast Accuracy

-751.7K ✓

LY: 491.6K (-252.91%)

Net Error

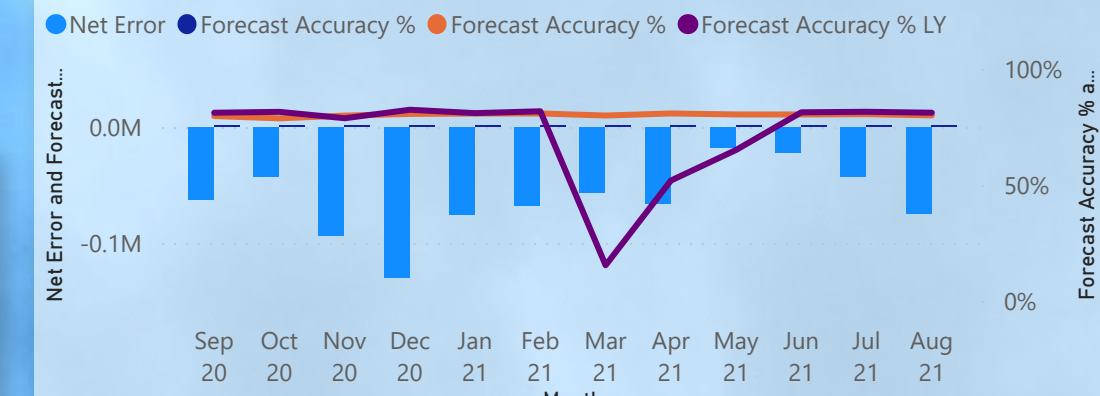
9780.7K !

LY: 5743.2K (+70.3%)

ABS Error

| customer | Forecast Accuracy % | Forecast Accuracy % LY | Net Error | Net error % | Risk |
|-------------------------|---------------------|------------------------|----------------|---------------|------|
| AltiQ Exclusive | 42.13% | 32.66% | 2714 | 0.35% | EI |
| Argos (Sainsbury's) | 56.08% | 43.27% | 8033 | 4.14% | EI |
| Atlas Stores | 48.16% | 39.19% | 99521 | 29.63% | EI |
| Boulanger | 58.77% | 38.12% | 81786 | 18.34% | EI |
| Chip 7 | 53.44% | 41.32% | 95124 | 18.82% | EI |
| Chiptec | 52.54% | 27.04% | 72175 | 22.07% | EI |
| Coolblue | 52.95% | 43.16% | 116840 | 26.87% | EI |
| Croma | 42.78% | 35.49% | 45046 | 5.96% | EI |
| Electricalsara Stores | 52.02% | 32.38% | 19891 | 12.43% | EI |
| Electricalslytical | 50.82% | 39.26% | 130903 | 12.24% | EI |
| Electricalsociety | 50.35% | 42.87% | 9221 | 0.91% | EI |
| Electricalsquipo Stores | 48.82% | 39.26% | 89614 | 27.16% | EI |
| Elite | 51.48% | 40.14% | 4296 | 1.36% | EI |
| Epic Stores | 52.19% | 38.40% | 11914 | 3.79% | EI |
| Euronics | 60.79% | 42.25% | 58391 | 15.34% | EI |
| Expert | 60.67% | 48.84% | 69286 | 11.97% | EI |
| Expression | 44.32% | 37.52% | 2997 | 0.37% | EI |
| Ezone | 44.11% | 33.17% | 26876 | 3.52% | EI |
| Flawless Stores | 56.29% | 38.59% | 20844 | 13.52% | EI |
| Forward Stores | 50.76% | 38.58% | 8200 | 2.41% | EI |
| Girias | 45.05% | 36.01% | 32531 | 4.18% | EI |
| Info Stores | 55.99% | 35.71% | 16776 | 11.25% | EI |
| Logic Stores | 51.44% | 37.85% | 115481 | 26.86% | EI |
| Lotus | 43.30% | 34.11% | 18506 | 2.54% | EI |
| Mbit | 62.34% | 49.13% | 51220 | 14.05% | EI |
| Neptune | 46.22% | 25.69% | 151361 | 11.53% | EI |
| Total | 80.21% | 72.99% | -751714 | -1.52% | OOS |

Net Error, Forecast Accuracy %, Forecast Accuracy % and Forecast Accuracy % LY by Month



| segment | Forecast Accuracy % | Net Error | Risk | Net error % |
|--------------|---------------------|----------------|------------|---------------|
| Accessories | 77.66% | -2133183 | OOS | -7.06% |
| Desktop | 84.37% | 16205 | EI | 11.22% |
| Networking | 90.40% | 227056 | EI | 8.17% |
| Notebook | 79.99% | -51254 | OOS | -3.96% |
| Peripherals | 83.23% | -318194 | OOS | -5.89% |
| Storage | 83.54% | 1507656 | EI | 15.77% |
| Total | 80.21% | -751714 | OOS | -1.52% |

region, market
Allcustomer
Allsegment, category, prod...
All

2018

2019

2020

2021

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Q1

Q2

>

YTD

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bm target not available

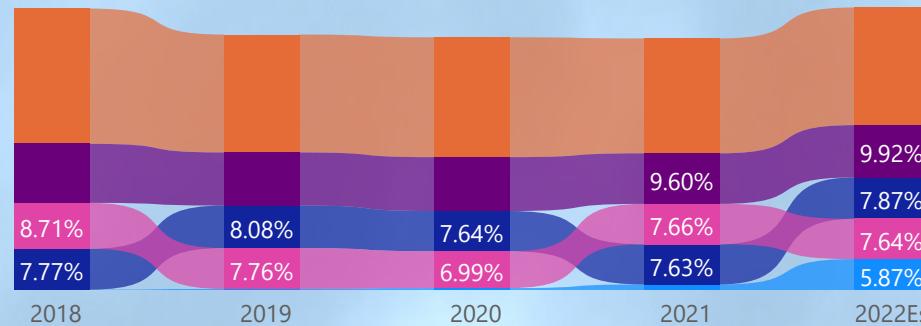
823.85M✓
(+Infinity%)
Net Sales80.21%✓
(+9.88%)
GM-6.63%!
(-Infinity%)
Net Profit36.49%✓
(+Infinity%)
Forecast accuracy

Key Insights By Sub Zone

| sub_zone | NS | GM % | Net Profit % | AtliQ MS % | Risk | RC % | Net error % |
|--------------|---------------|--------------|--------------|-------------|------------|---------------|--------------|
| ANZ | 44.4M | 38.5% | 7.3% | 0.3% | OOS | 5.4% | -5.2% |
| India | 210.7M | 32.0% | -24.7% | 2.5% | EI | 25.6% | 3.9% |
| LATAM | 3.2M | 37.5% | 6.2% | 0.0% | EI | 0.4% | 5.3% |
| NA | 177.9M | 37.2% | -13.7% | 0.8% | OOS | 21.6% | -7.1% |
| NE | 109.3M | 38.0% | -1.1% | 1.2% | EI | 13.3% | 11.3% |
| ROA | 186.9M | 38.3% | 8.2% | 1.5% | OOS | 22.7% | -21.6% |
| SE | 91.5M | 38.7% | 4.4% | 3.6% | EI | 11.1% | 10.6% |
| Total | 823.8M | 36.5% | -6.6% | 1.1% | OOS | 100.0% | -1.5% |

PC Market Share Trend - AtliQ & Competitors

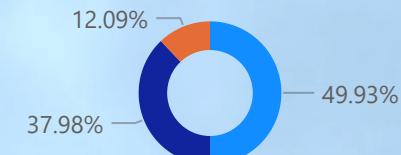
manufacture → atliq bp dale innovo pacer



BM = Benchmark, LY=Last Year, EI=Excess Inventory, OOS=Out Of Stock

revnue by division

division P & A PC N & S



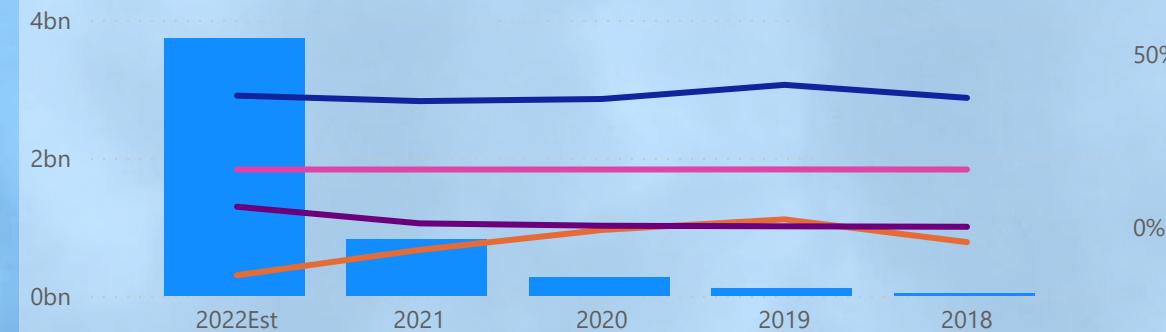
revnue by channels

channel Retailer Direct Distributor



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

NS GM % Net Profit % AtliQ MS % Market Share %



Top 5 Customers by Revenue

| customer | RC % | GM % |
|-----------------|---------------|---------------|
| Sage | 3.29% | 35.16% |
| Flipkart | 3.07% | 30.23% |
| AtliQ Exclusive | 8.39% | 46.10% |
| AtliQ e Store | 8.53% | 37.54% |
| Amazon | 13.23% | 35.40% |
| Total | 36.51% | 37.90% |

Top 5 Products by Revenue

| product | RC % | GM % |
|--------------|---------------|---------------|
| AQ BZ Allin1 | 4.10% | 35.97% |
| AQ Gen Y | 2.86% | 36.06% |
| AQ Maxima | 2.71% | 36.68% |
| AQ Qwerty | 3.38% | 37.09% |
| AQ Trigger | 3.27% | 36.89% |
| Total | 16.32% | 36.52% |