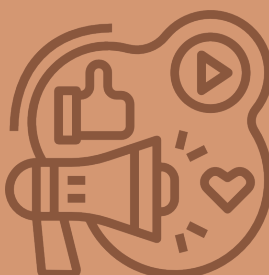




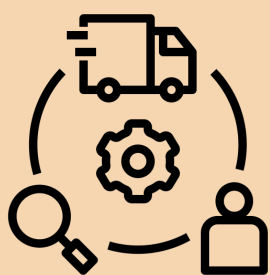
FINANCE



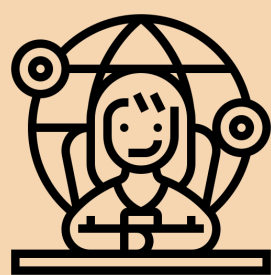
SALES



MARKETING



SUPPLY CHAIN



EXECUTIVE



Business Insights 360



vs LY

vs Target

2019

2020

2021

2022 EST

Q1

Q2

Q3

Q4

YTD

YTG

BY REGION/COUNTRY

All



BY STORES/(S)

All



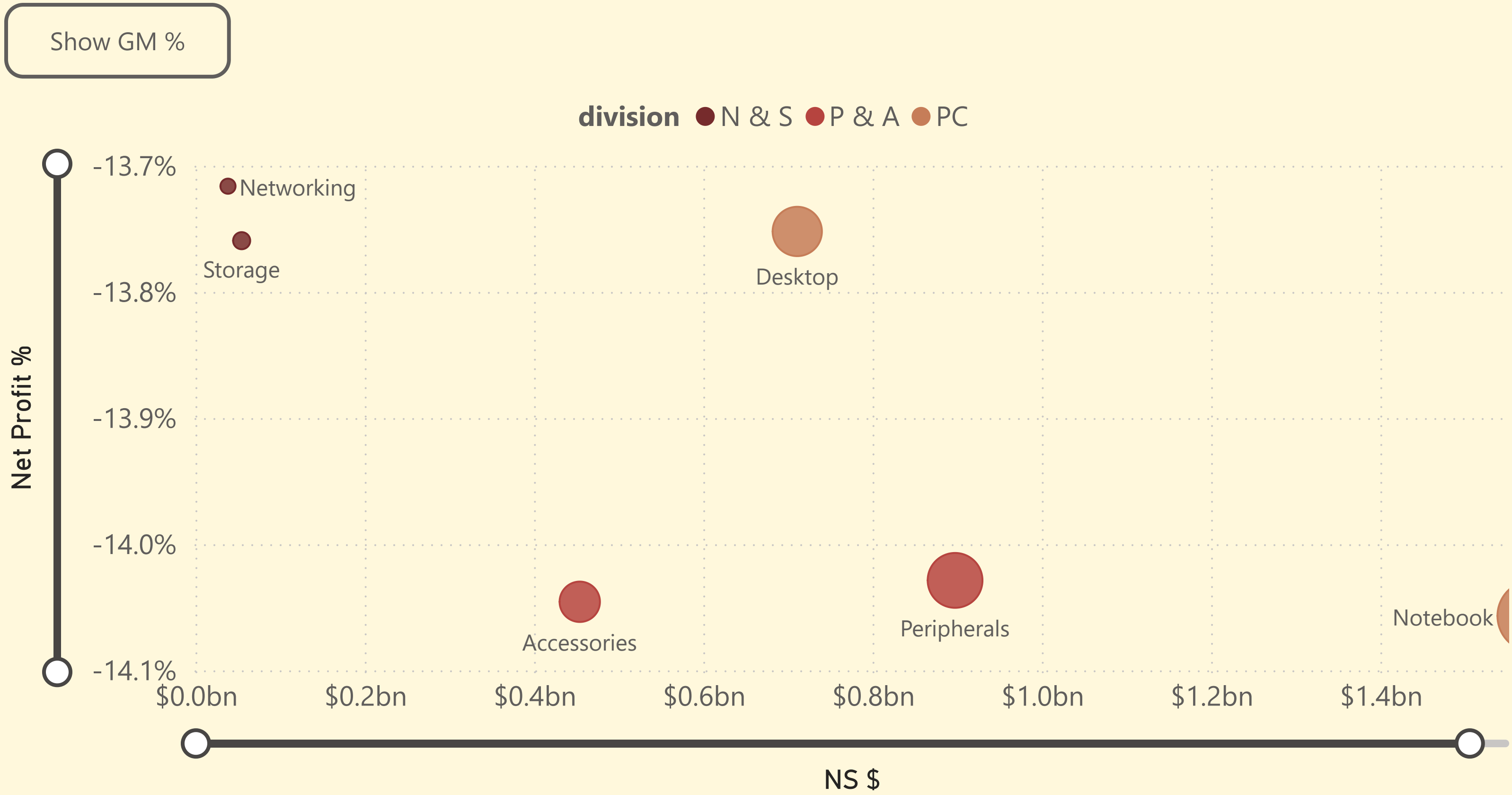
BY CATEGORY

All



BM = Benchmark, LY = Last Year
GM = Gross Margin , NS =Net sales

Performance Matrix

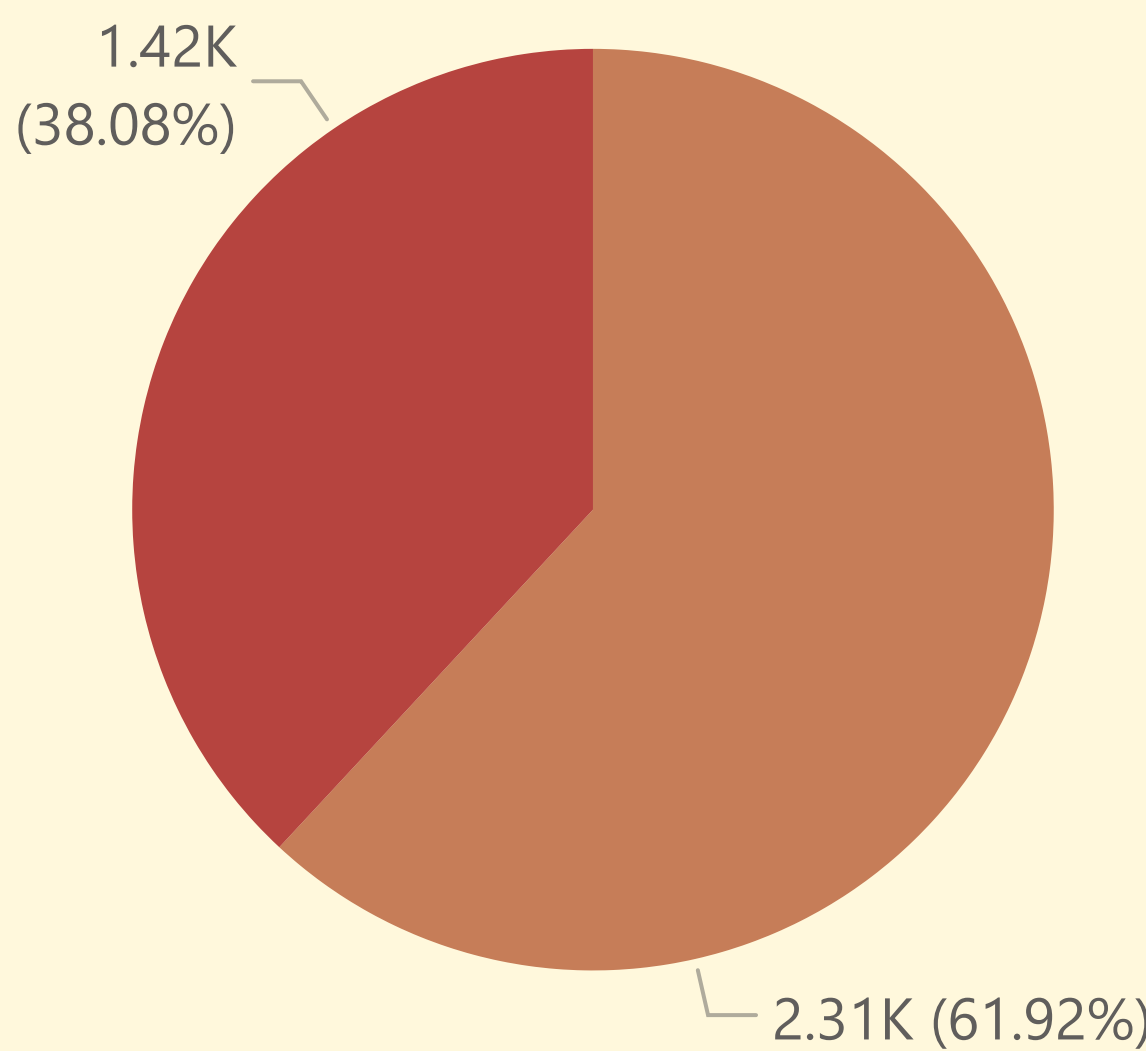


Customer Performance

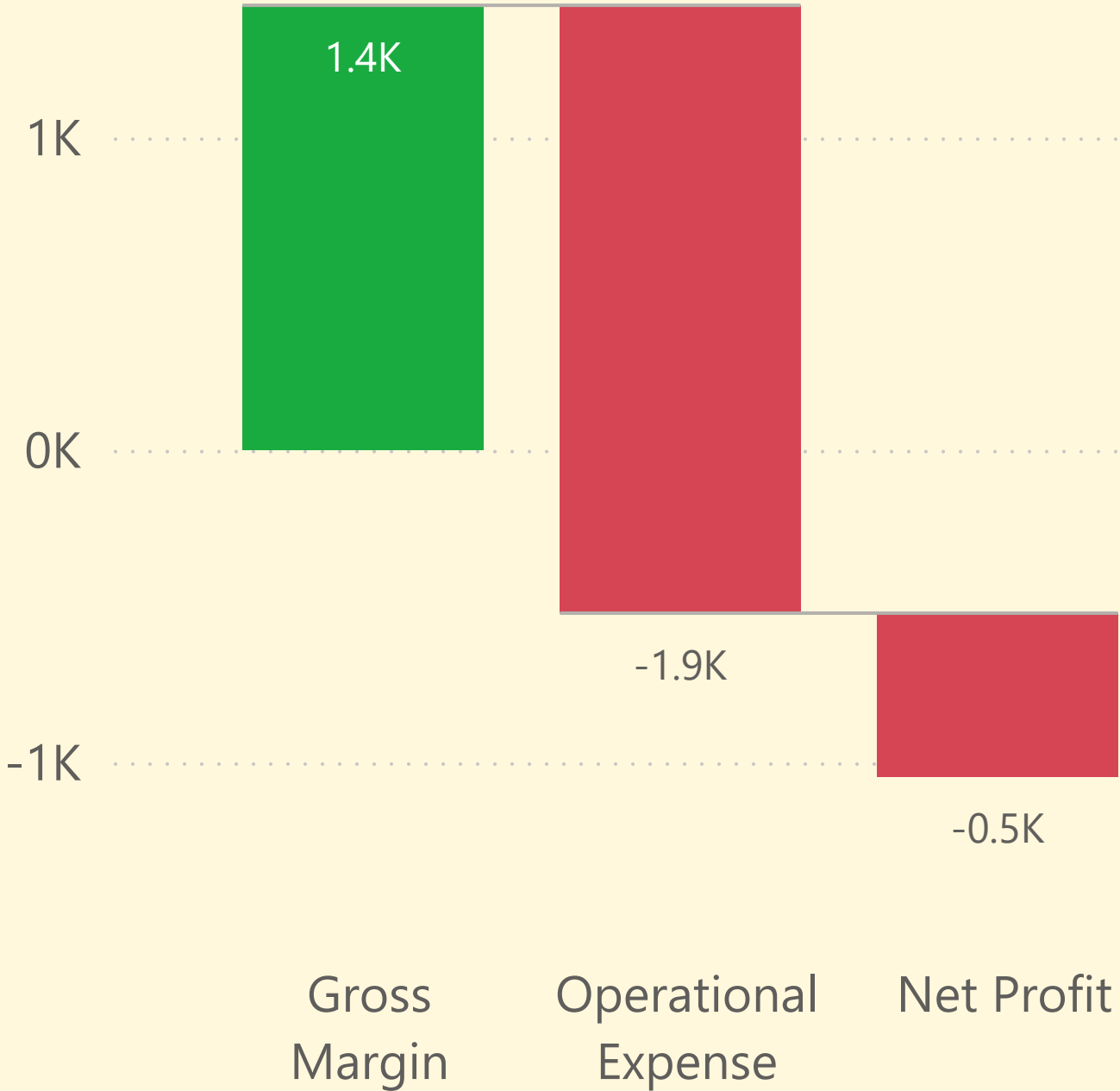
segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ Notebook	\$1,580.43M	600.96M	38.03%	-222.16M	-14.06%
+ Peripherals	\$897.54M	341.22M	38.02%	-125.91M	-14.03%
+ Desktop	\$711.08M	272.39M	38.31%	-97.79M	-13.75%
+ Accessories	\$454.10M	172.61M	38.01%	-63.78M	-14.05%
+ Storage	\$54.59M	20.93M	38.33%	-7.51M	-13.76%
+ Networking	\$38.43M	14.78M	38.45%	-5.27M	-13.72%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%

Unit Economics

● Total COGS ● Gross Margin



● Increase ● Decrease



Product Performance

region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
+ APAC	\$1,923.77M	690.21M	35.88%	-281.16M	-14.62%
+ NA	\$1,022.09M	459.68M	44.97%	-145.31M	-14.22%
+ EU	\$775.48M	267.80M	34.53%	-95.52M	-12.32%
+ LATAM	\$14.82M	5.19M	35.02%	-0.44M	-2.95%
Total	\$3,736.17M	1,422.88M	38.08%	-522.42M	-13.98%