



region, market

All

customer

All

segment, category...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG

\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

Gross Margin %

- 13.98% ✓

BM: -14.19% (+1.47%)

Net Profit %

81.17% ✓

LY: 80.21% (+1.2%)

Forecast Accuracy

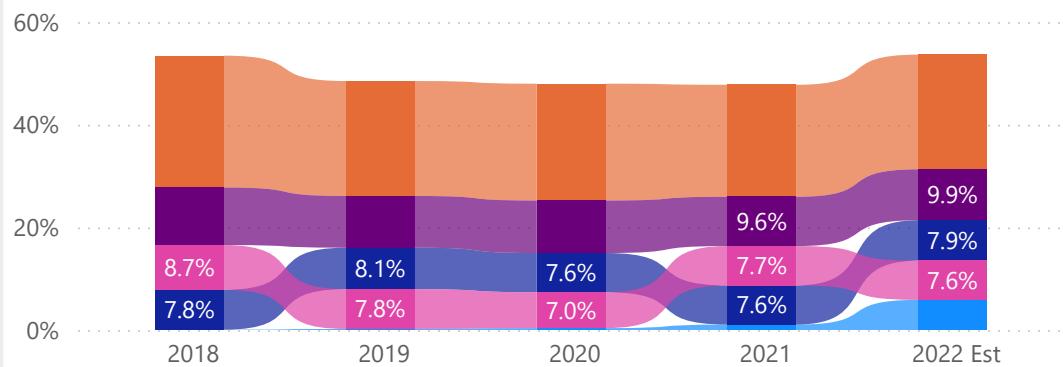


Key Insights By Subzone

sub_zone	Net Sales \$	Revenue Contribution %	Gross Margin %	Net Profit %	Atliq Market Share %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5%	-7.4%	1.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%	-23.0%	13.3%	-24.4%	OOS
LATAM	\$14.8M	0.4%	35.0%	-2.9%	0.3%	3.4%	EI
NA	\$1,022.1M	27.4%	45.0%	-14.2%	4.9%	14.4%	EI
NE	\$457.7M	12.3%	32.8%	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2%	-6.3%	8.3%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	-4.0%	16.4%	-55.5%	OOS
Total	\$3,736.2M	100.0%	38.1% 	-14.0%	5.9%	-9.5%	OOS

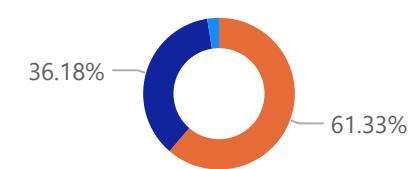
PC Market Share Trend- AtliQ & competitors

manufacturer ● atliq ● bp ● dale ● innovo ● pacer



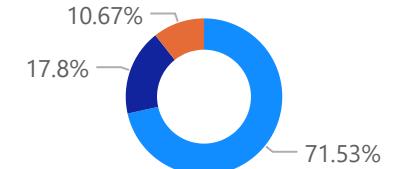
Revenue By Division

● PC ● P & A ● N & S



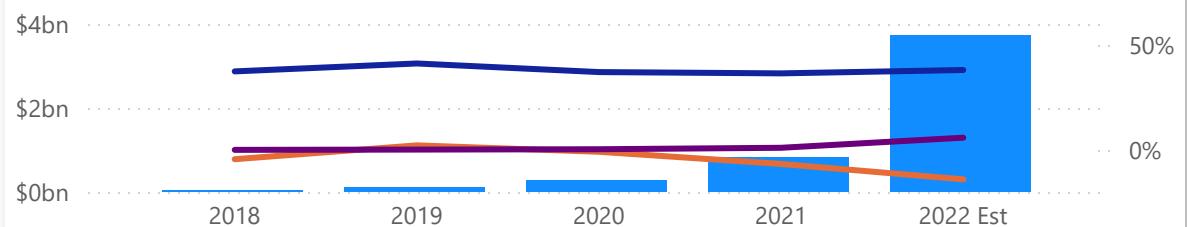
Revenue By Channel

● Retailer ● Direct ● Distributor



Yearly Trend by Revenue, Gross Margin%, Net Profit %, PC Market Share%

● Net Sales \$ ● Gross Margin % ● Net Profit % ● Atliq Market Share %



Top 5 Customers By Revenue

customer	Revenue Contribution %	Gross Margin %
Sage	3.4%	31.53%
Flipkart	3.7%	42.14%
Atliq e Store	8.1%	36.88%
Atliq Exclusive	9.7%	46.01%
Amazon	13.3%	36.78%
Total	38.2%	39.19%

Top 5 Products By Revenue

product	Revenue Contribution %	Gross Margin %
AQ HOME Allin1 Gen 2	5.7%	38.08%
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40%
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43%
Total	23.2%	38.06%

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