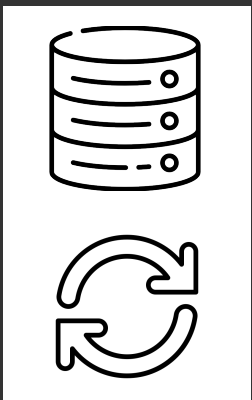
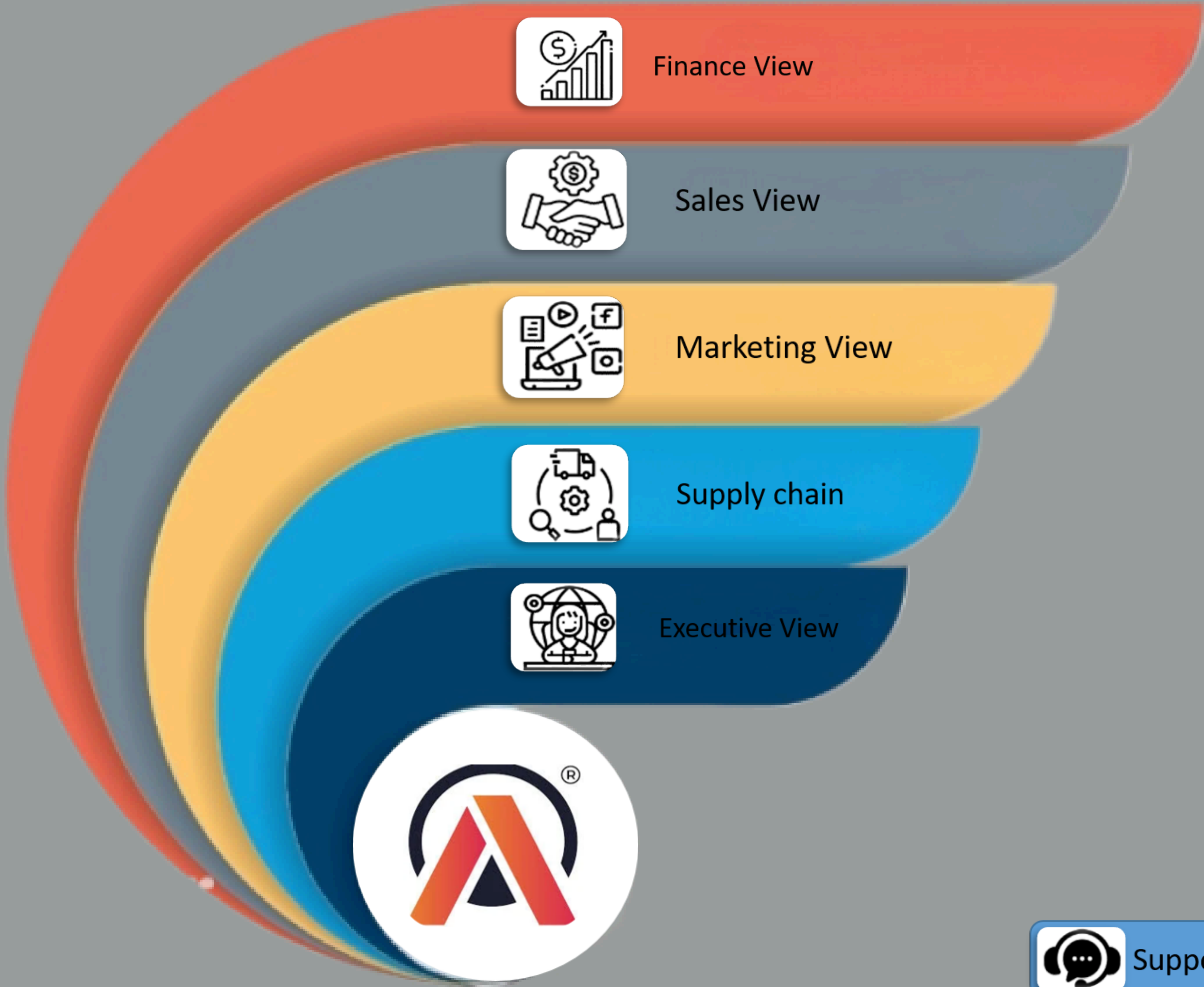


Business Insights 360



Dec 21

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Finance View



Sales View



Marketing View



Supply chain



Executive View



Filters

Select BenchMark(BM)

vs LY

vs Target

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

By Region, Market

All

By Customer

All

By Segment

All

Abbreviations:

BM=Benchmark | LY= Last Year
GM= Gross Margin | NS=net sales
NP=Net profit |EI=Excessive
Inventory | OOS= out of stock

All values in Millions \$

\$267.98M

Net Sales (\$)

NS \$

LY: \$111.37M +140.61% ↗

37.1%

Gross Margin

GM %

LY: 41.2% -9.95% ↘

-0.9%

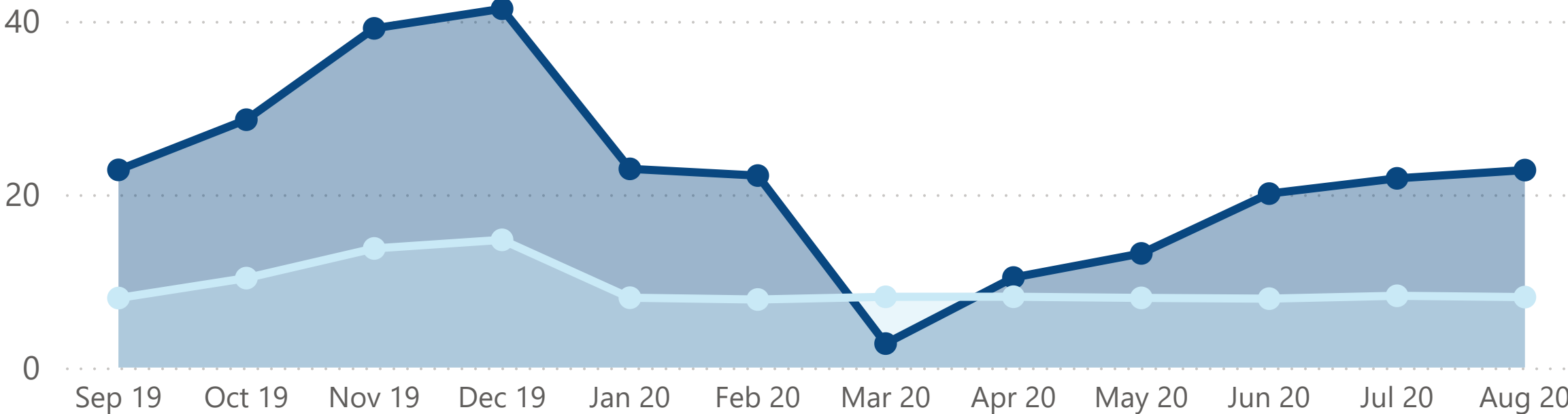
Net Profit

NP %

LY: 2.21% -138.68% ↘

NET SALES Performance over Time

● Selection ● vs BM



Top/Bottom Products & Customers by NET SALES

segment	P & L VALUES	P & L YOY CHG%
⊕ Peripherals	60.63	207.22%
⊕ Notebook	86.39	166.63%
⊕ Accessories	66.23	136.21%
⊖ Storage	27.56	99.17%
Total	267.98	140.61%

region	P & L VALUES	P & L YOY CHG%
⊕ EU	55.79	224.03%
⊕ NA	62.21	182.70%
⊕ LATAM	2.00	141.89%
⊖ APAC	147.98	107.18%
Total	267.98	140.61%

Profit and Loss Statement

Line Item	2020	BM	Chg	Chg%
Gross Sales	535.95	209.06	326.88	1.56
Pre Invoice Deduction	124.69	47.44	77.26	1.63
Net Invoice Sales	411.25	161.62	249.63	1.54
- Post Discounts	95.85	29.72	66.13	2.23
- Post Deductions	47.43	20.53	26.90	1.31
Total Post Invoice Deduction	143.27	50.25	93.02	1.85
Net Sales	267.98	111.37	156.60	1.41
- Manufacturing Cost	160.30	62.34	97.96	1.57
- Freight Cost	7.16	2.64	4.52	1.71
- Other Cost	1.10	0.51	0.59	1.15
Total COGS	168.56	65.49	103.07	1.57
Gross Margin	99.42	45.89	53.53	1.17
Gross Margin %	37.10	41.20	-4.10	-0.10
GM / Unit	4.79	4.25	0.53	0.12
Operational Expense	-101.71	-43.43	-58.28	-1.34
Net Profit	-2.29	2.46	-4.75	-1.93
Net Profit %	-0.85	2.21	-3.06	-1.39



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All values in Millions \$

72.99%

Forecast accuracy %

LY: 86.45% -15.57% ↓

492K

Net error

LY: 637K -22.88% ↓

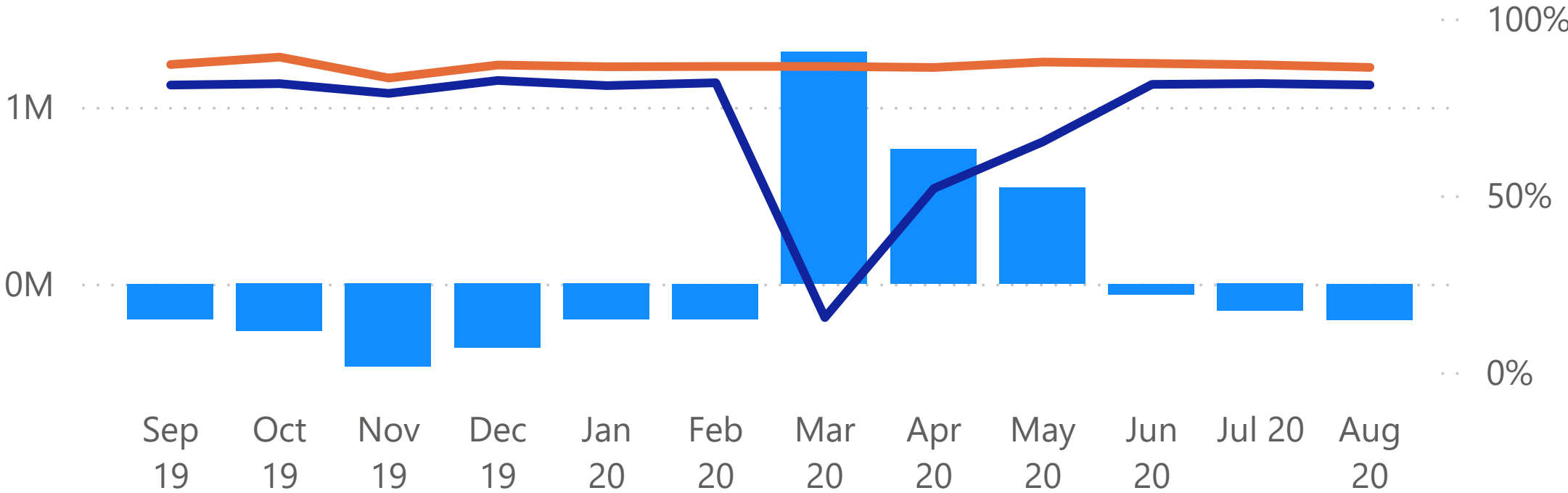
6M

ABS error

LY: 2M +271.06% ↑

Accracy/Net Error Trend

Net error Forecast accuracy % Forecast accuract LY %



Key Metrics by Products

segment	Forecast accuracy %	Net error	Forecast accuract LY %	Net error %	Risk
Storage	81.01%	698487	80.25%	14.9%	EI
Notebook	76.65%	146640	83.02%	22.6%	EI
Peripherals	75.18%	193476	85.06%	7.4%	EI
Accessories	71.42%	-167818	90.20%	-1.4%	OOS
Total	72.99%	491599	86.45%	2.3%	EI

Key Metrics by Customer

customer	Forecast acc %	Net error ↓	Net error %	Forecast acc LY %	Risk
AtliQ Exclusive	56.65%	330680	17.8%	76.67%	EI
Novus	36.59%	285814	44.9%	41.22%	EI
Synthetic	38.32%	261010	40.2%	47.83%	EI
Sage	35.92%	142746	16.7%	46.85%	EI
Electricalsocity	42.87%	122081	24.9%	52.63%	EI
Digimarket	39.69%	87844	34.8%	52.62%	EI
Nomad Stores	43.96%	85613	34.9%	45.05%	EI
Forward Stores	38.58%	84187	38.0%	49.83%	EI
Chip 7	41.32%	79770	37.4%	30.35%	EI
Elkjøp	45.00%	78218	39.3%	12.35%	EI
Sound	41.27%	76763	34.7%	51.26%	EI
Media Markt	43.66%	73908	38.3%	7.98%	EI
Insight	37.11%	70231	45.4%	45.97%	EI
Reliance Digital	38.76%	64515	19.6%	46.67%	EI
UniEuro	45.77%	62607	27.5%	32.17%	EI
Electricalslytical	39.26%	62444	17.0%	51.50%	EI
Premium Stores	42.85%	60275	35.3%	44.40%	EI
Ezone	33.17%	59289	20.5%	47.80%	EI
Total	72.99%	491599	2.3%	86.45%	EI



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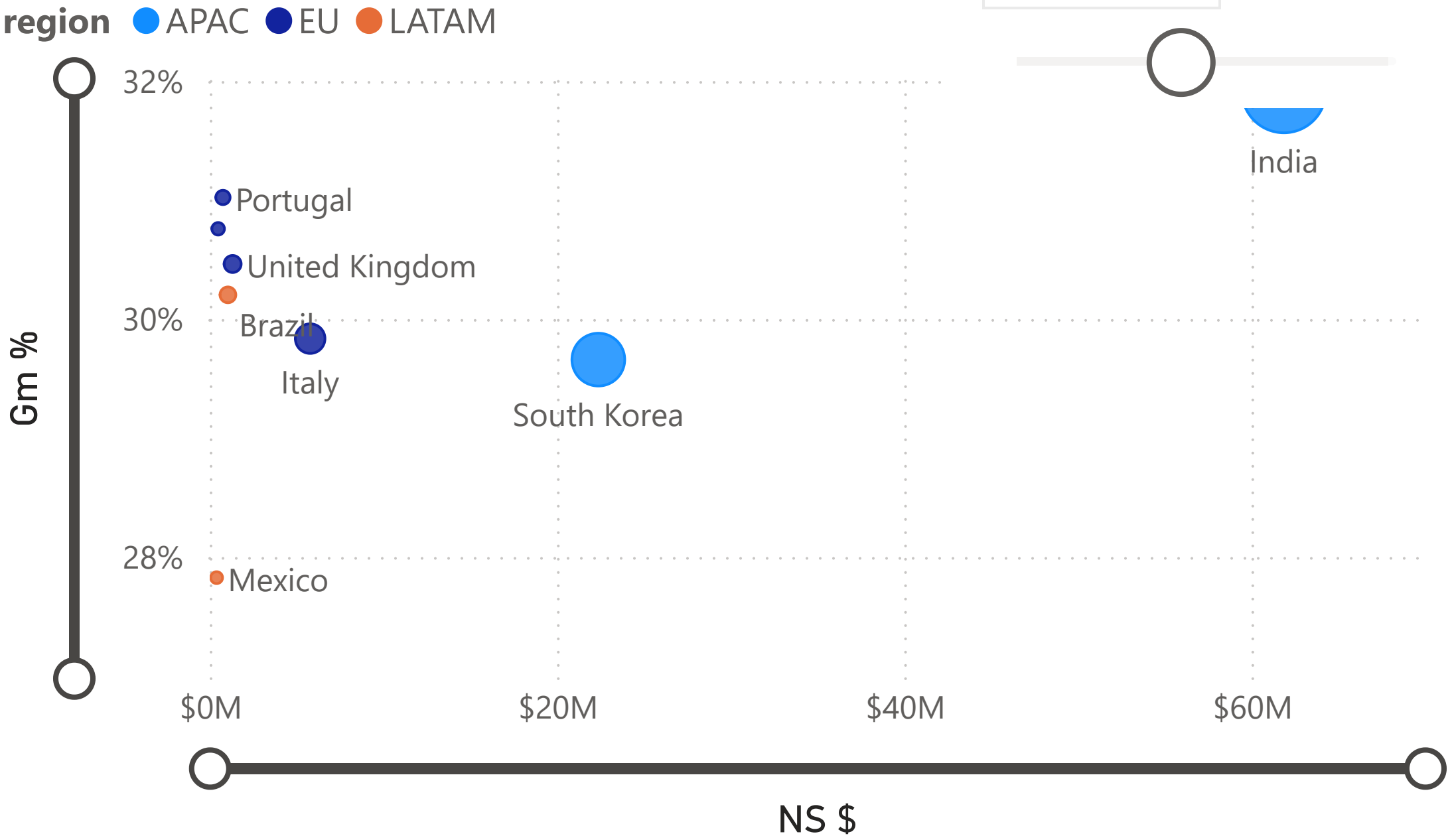
All

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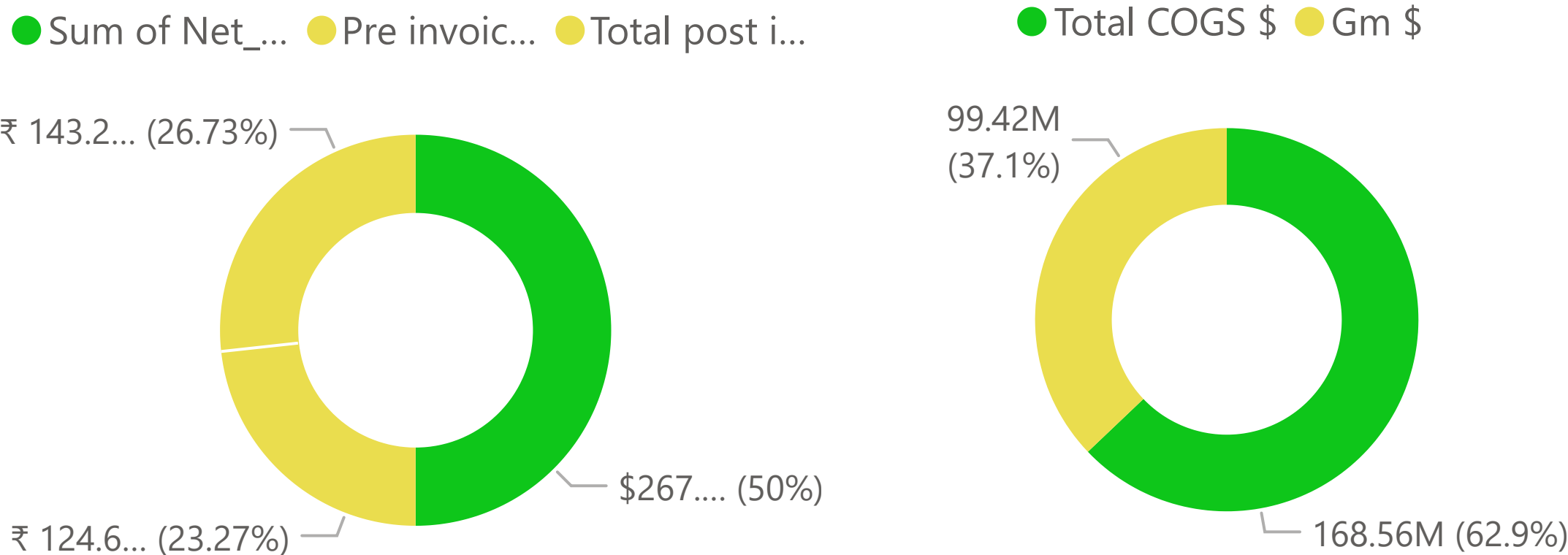
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All values in Millions \$

Performance Matrix



Unit Economics



Customer Performance

customer	NS \$	Gm \$	Gm %
Acclaimed Stores	\$3.73M	1.38M	37.1%
All-Out	\$0.21M	0.08M	38.7%
Amazon	\$49.77M	18.89M	38.0%
Argos (Sainsbury's)	\$0.95M	0.29M	30.8%
Atlas Stores	\$0.89M	0.34M	38.4%
AtliQ Exclusive	\$22.97M	10.52M	45.8%
AtliQe Store	\$31.74M	11.89M	37.5%
BestBuy	\$2.34M	0.91M	38.9%
Total	\$267.98M	99.42M	37.1%

Product Performance

segment	NS \$	Gm \$	Gm %
Desktop	\$0.95M	0.35M	36.5%
Networking	\$26.22M	9.83M	37.5%
Storage	\$27.56M	9.93M	36.0%
Peripherals	\$60.63M	22.72M	37.5%
Accessories	\$66.23M	24.56M	37.1%
Notebook	\$86.39M	32.04M	37.1%
Total	\$267.98M	99.42M	37.1%



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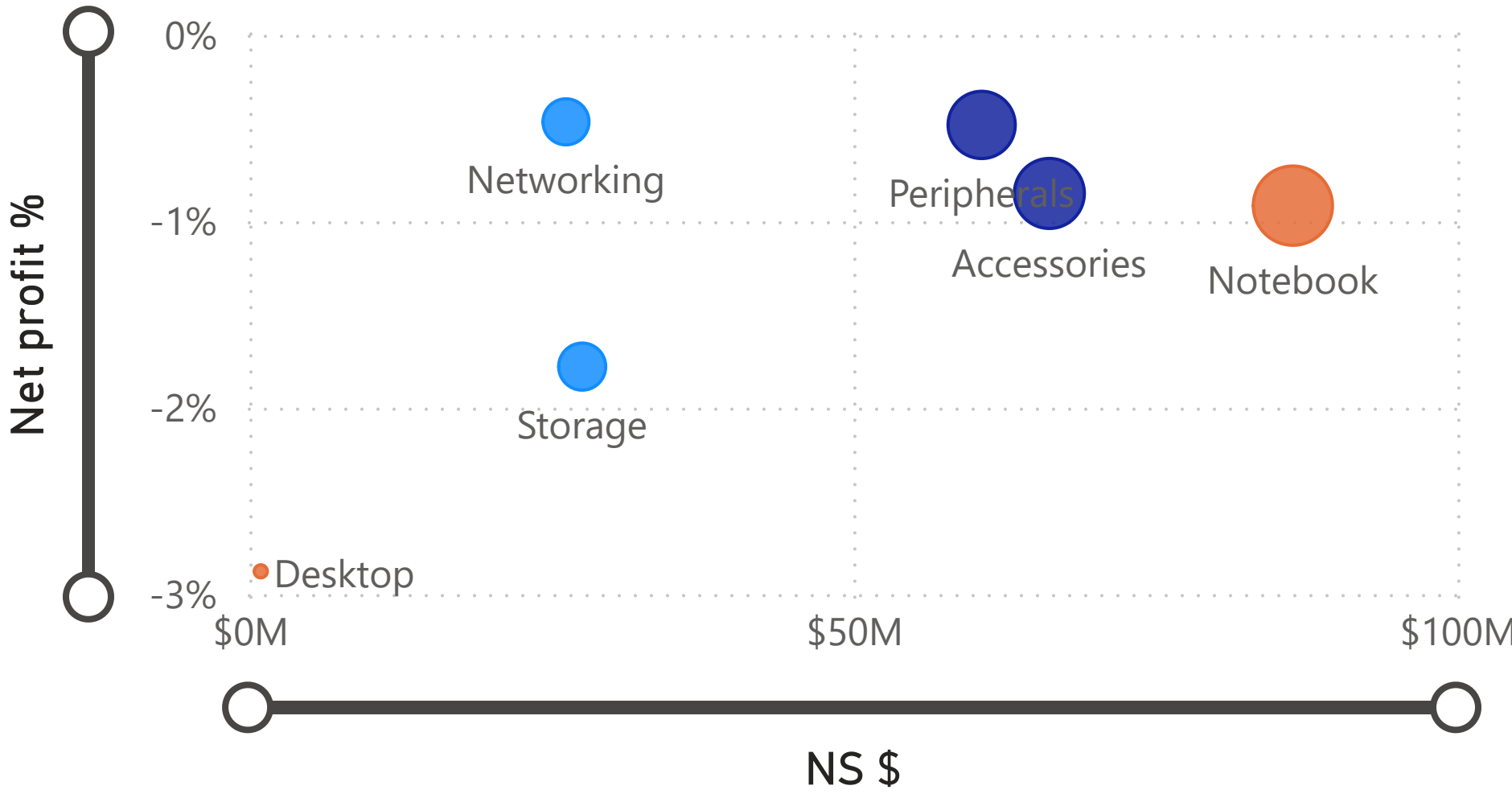
Customer Performance

segment	NS \$	Gm \$	Gm %	Net_profit \$	Net profit %
<div>+ Storage</div>	\$27.56M	9.93M	36.0%	-0.49M	-1.8%
<div>+ Desktop</div>	\$0.95M	0.35M	36.5%	-0.03M	-2.9%
<div>+ Accessories</div>	\$66.23M	24.56M	37.1%	-0.56M	-0.9%
<div>+ Notebook</div>	\$86.39M	32.04M	37.1%	-0.79M	-0.9%
<div>+ Peripherals</div>	\$60.63M	22.72M	37.5%	-0.29M	-0.5%
<div>+ Networking</div>	\$26.22M	9.83M	37.5%	-0.12M	-0.5%
Total	\$267.98M	99.42M	37.1%	-2.29M	-0.9%

Performance Matrix

Show GM%

division N & S P & A PC

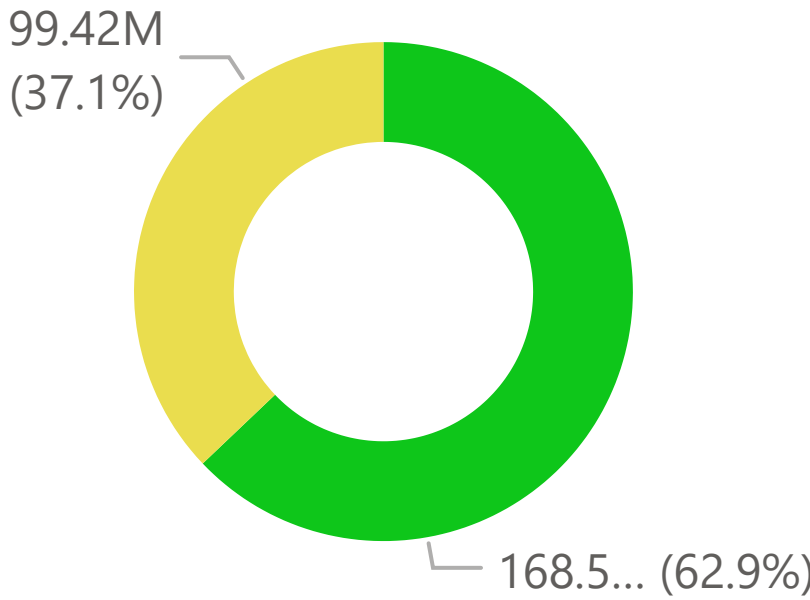


Product Performance

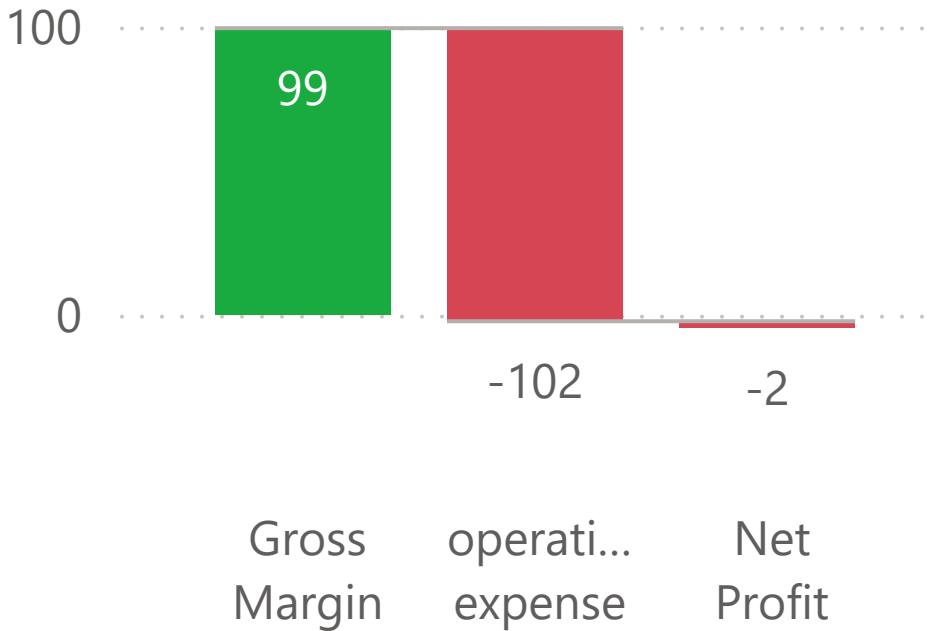
region	NS \$	Gm \$	Gm %	Net_profit \$	Net profit %
<div>+ LATAM</div>	\$2.00M	0.62M	31.0%	0.00M	-0.1%
<div>+ APAC</div>	\$147.98M	53.23M	36.0%	-1.52M	-1.0%
<div>+ EU</div>	\$55.79M	21.10M	37.8%	0.35M	0.6%
<div>+ NA</div>	\$62.21M	24.48M	39.3%	-1.11M	-1.8%
Total	\$267.98M	99.42M	37.1%	-2.29M	-0.9%

Unit Economics

Total COGS \$ Gm \$



Increase Decrease





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\$267.98M

Net Sales (\$)

NS \$

LY: \$111.37M

37.1%

Gross Margin

GM %

LY: 41.2% -9.95% ↘

-0.9%

Net Profit

NP %

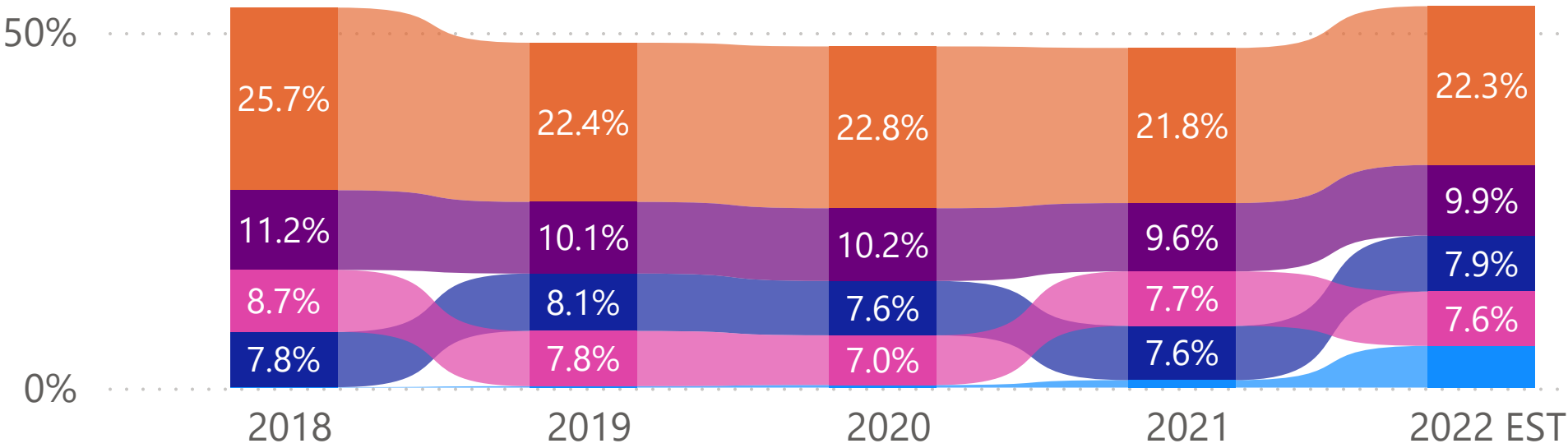
LY: 2.21% -138.68% ↘

TOP 5 Customers & Products by Net Sales

Customer	RC %	Gm %	Product	RC %	Gm %
Sage	3.1%	31.2%	AQ BZ Compact	4.3%	36.5%
Flipkart	4.1%	33.5%	AQ BZ Gen Y	4.5%	37.0%
AtliQe Store	11.8%	37.5%	AQ Lite	4.3%	36.5%
AtliQ Exclusive	8.6%	45.8%	AQ Wi Power Dx1	4.4%	37.0%
Amazon	18.6%	38.0%	AQ Wi Power Dx2	5.4%	38.0%
Total	46.2%	38.4%	Total	22.9%	37.0%

Market share Trend - Atliq & Competitors

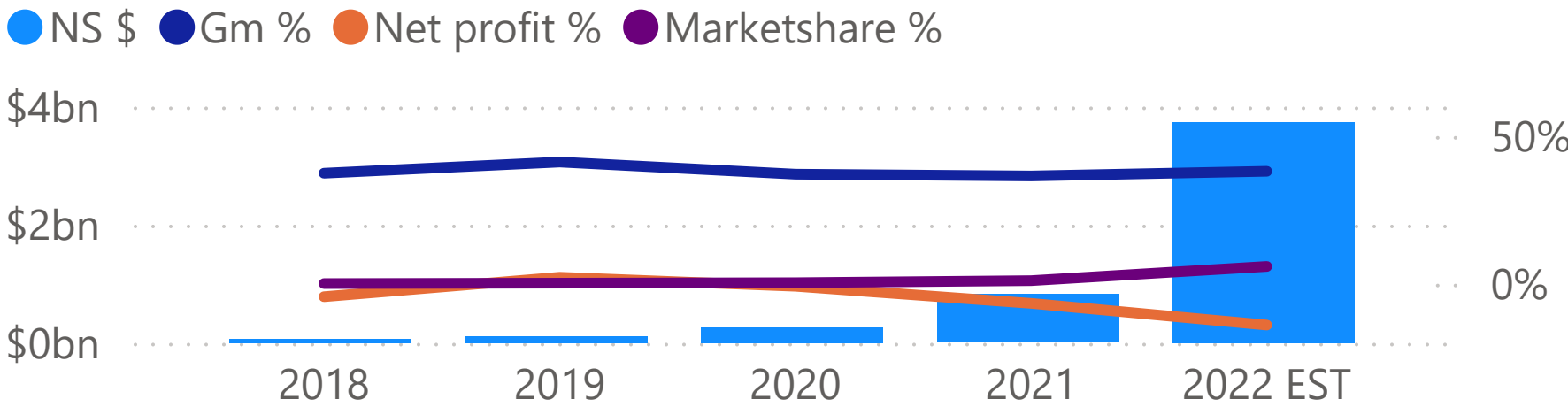
Manufacturer atliq bp dale innovo pacer



Key Insights by Sub Zone

sub_zone	NS \$	RC %	MS %	Gm %	NP%	NE%	Risk
ROA	\$66.45M	24.8%	0.6%	38.1%	8.9%	9.4%	EI
India	\$64.73M	24.2%	0.8%	32.1%	-14.7%	-0.8%	OOS
NA	\$62.21M	23.2%	0.3%	39.3%	-1.8%	-22.1%	OOS
NE	\$30.68M	11.4%	0.3%	38.0%	-4.6%	8.3%	EI
SE	\$25.11M	9.4%	1.1%	37.6%	7.0%	11.0%	EI
ANZ	\$16.80M	6.3%	0.1%	42.4%	12.6%	24.2%	EI
LATAM	\$2.00M	0.7%	0.0%	31.0%	-0.1%	1.2%	EI
Total	\$267.98M	100.0%	0.4%	37.1%	-0.9%	2.3%	EI

Yearly Trend by Revenue, GM%, NP%,PC Market share %



Revenue by Division & Channel

