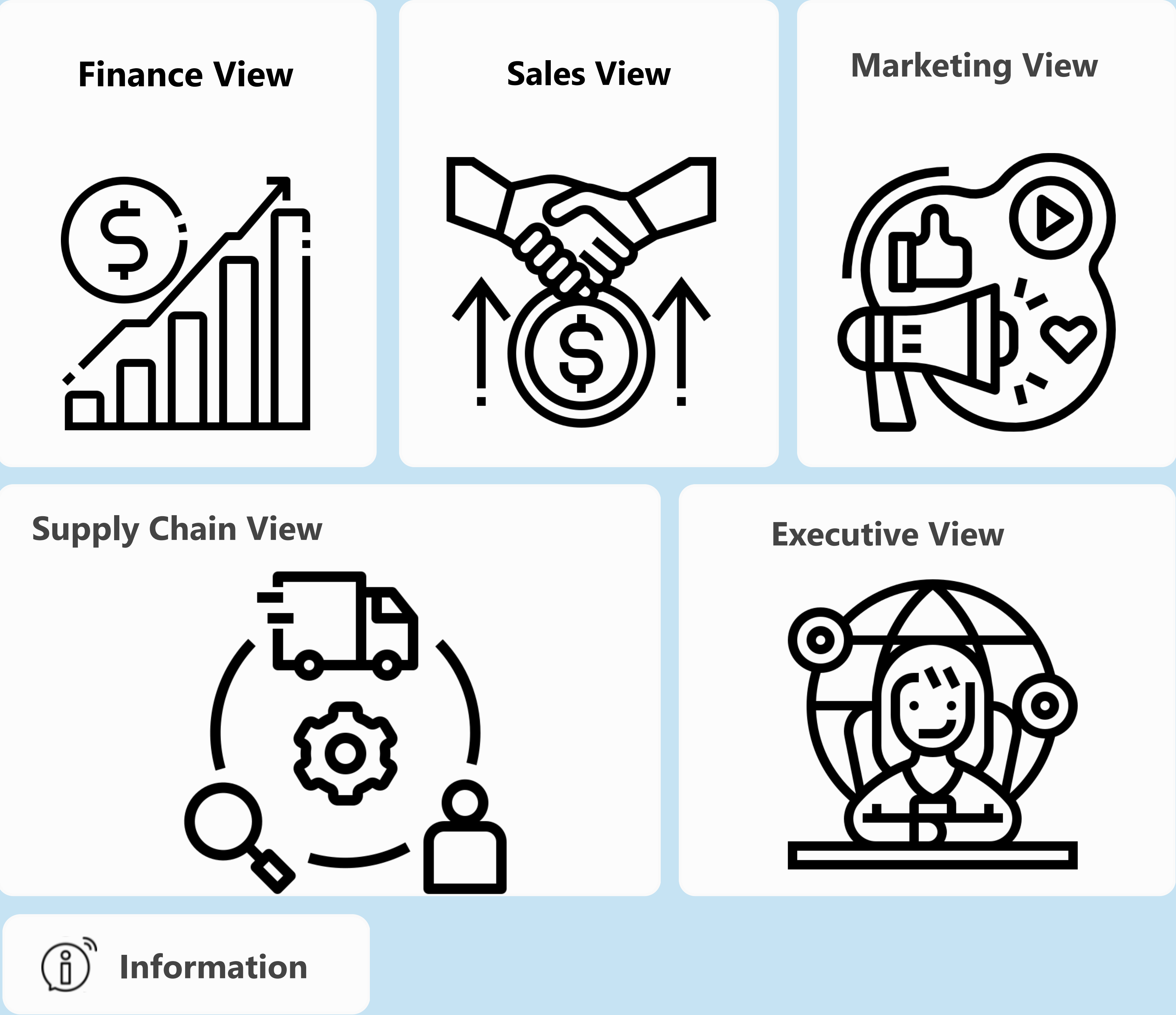
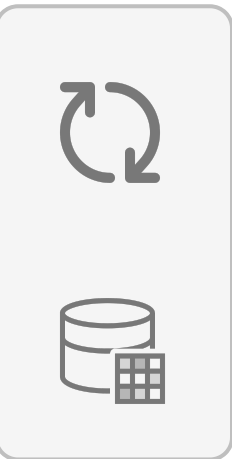




Business Insight 360



Values are in Dollars & Millions



FILTERS

Select Benchmak (BM)

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

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

NS \$

\$267.98M

BM: 111.37M | 140.61% ▲

GM %

37.10%

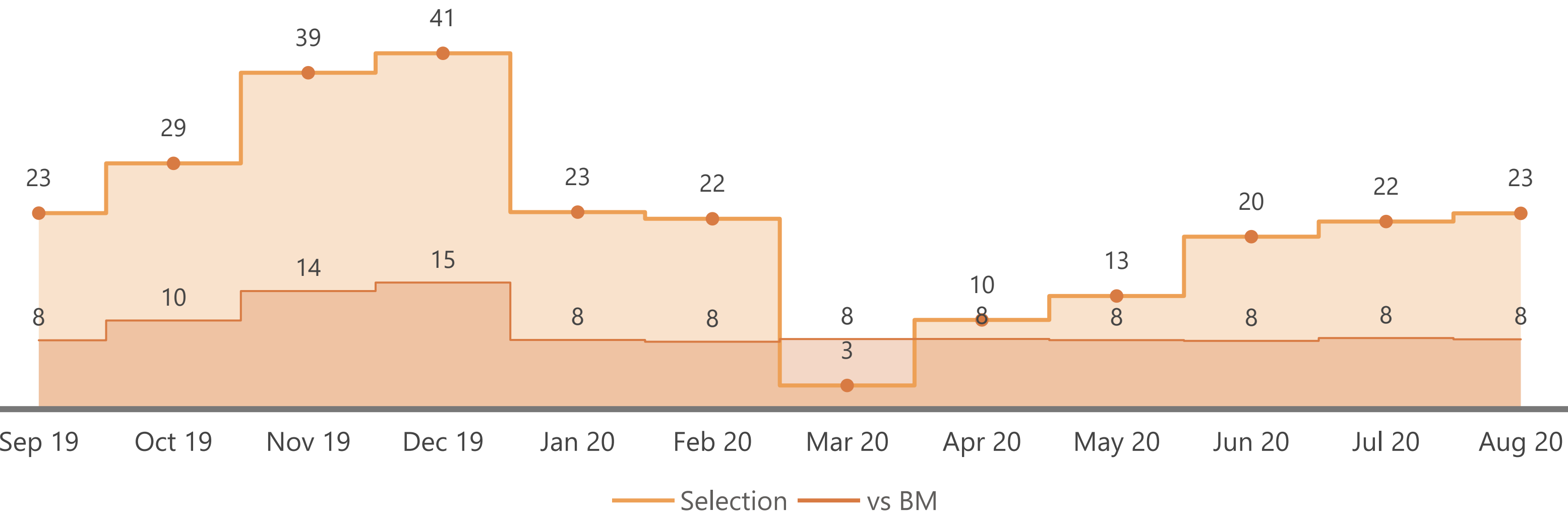
BM: 41.2% | -9.95% ▼

NP %

-0.85%

BM: 2.21% | -138.68% ▼

Net Sales Performace Over Time



Primary Parameter

☐ REGION

☒ CATEGORY

Secondary Parameter

☒ Market

☐ Product

Top / Bottom Products & Customers by Net Sales

CATEGORY

Values

Chg %

Keyboard	41.37	136.87
Business Laptop	38.54	236.72
Processors	37.35	232.09
Personal Laptop	33.33	164.43
Wi fi extender	26.22	51.00
External Solid State Drives	25.88	87.02
Total	267.98	140.61

Profit & Loss Statement

Line Item	2020	BM	Chg	Chg %
Net Profit %	-0.85	2.21	-3.06	-138.68
Net Profit	-2.29	2.46	-4.75	-193.08
Operational Expense	-101.71	-43.43	-58.28	134.21
GM / Unit	4.79	4.25	0.53	12.49
Gross Margin %	37.10	41.20	-4.10	-9.95
Gross Margin	99.42	45.89	53.53	116.66
Total COGS	168.56	65.49	103.07	157.39
- Other Cost	1.10	0.51	0.59	115.02
- Freight Cost	7.16	2.64	4.52	171.46
- Manufacturing Cost	160.30	62.34	97.96	157.14
Net Sales	267.98	111.37	156.60	140.61
Total Post Invoice Deduction	143.27	50.25	93.02	185.13
- Post Deductions	47.43	20.53	26.90	131.02
- Post Discounts	95.85	29.72	66.13	222.51
Net Invoice Sales	411.25	161.62	249.63	154.45
Pre Invoice Deduction	124.69	47.44	77.26	162.85
Gross Sales	535.95	209.06	326.88	156.36



FILTERS

Select Benchmak (BM)

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Abbreviations

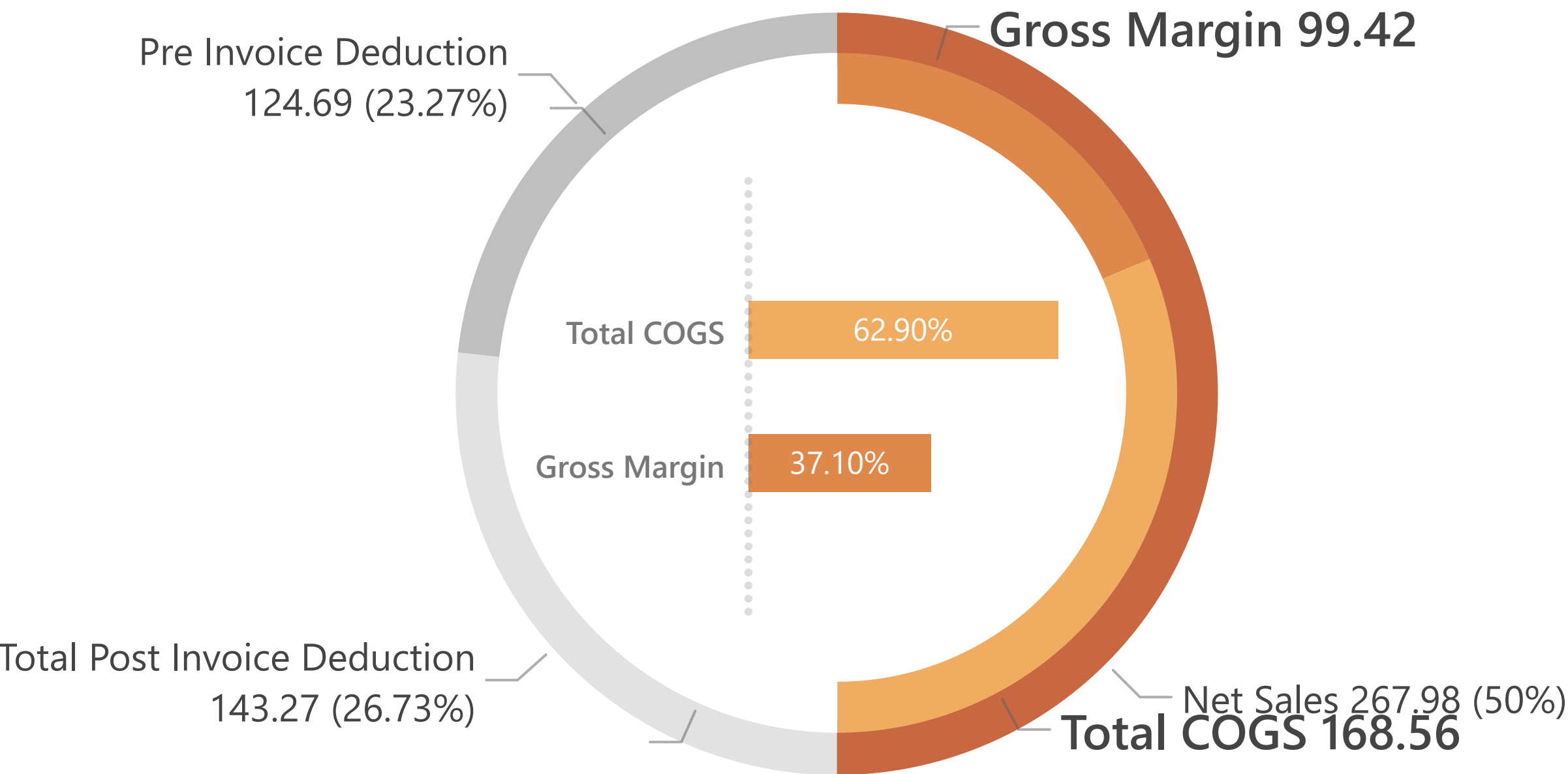
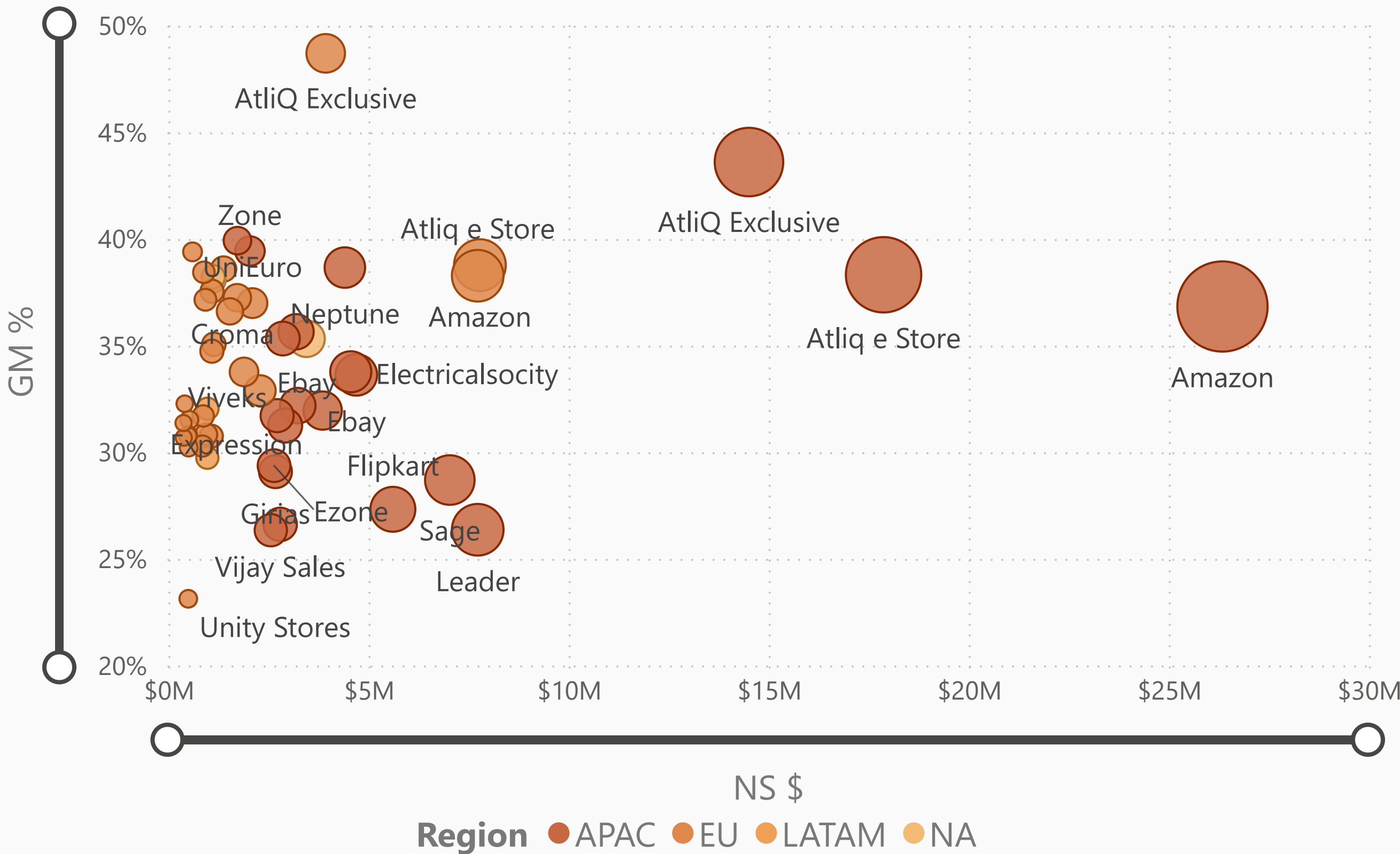
BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

NP= Net Profit | Chg = Change

All values in Million \$

Net Sales Performace Over Time



Customer Performance

Product

Customer

Customer	NS \$	GM \$		GM %	Δ GM %
Amazon	\$49.77M	18.89M		37.96%	-8.68%
Atliq e Store	\$31.74M	11.89M		37.47%	-8.59%
AtliQ Exclusive	\$22.97M	10.52M		45.79%	-5.42%
Flipkart	\$10.92M	3.66M		33.54%	-3.75%
Ebay	\$8.15M	2.80M		34.34%	-19.35%
Sage	\$8.32M	2.60M		31.22%	-28.55%
Leader	\$7.73M	2.04M		26.36%	-45.22%
Neptune	\$4.41M	1.70M		38.66%	-16.07%
Electricalsocity	\$4.56M	1.54M		33.77%	-23.82%
Expression	\$3.86M	1.23M		31.95%	-20.01%
Reliance Digital	\$3.36M	1.22M		36.36%	-15.39%
Croma	\$3.19M	1.14M		35.65%	-21.73%
Propel	\$3.23M	1.04M		32.18%	-21.92%
Electricalslytical	\$3.41M	0.93M		27.32%	-33.99%
Viveks	\$2.92M	0.91M		31.25%	-21.90%
Lotus	\$2.72M	0.86M		31.71%	-21.62%
Total	\$211.40M	76.80M		36.33%	-14.70%



FILTERS

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Abbreviations

BM = Benchmark | LY=Last Year

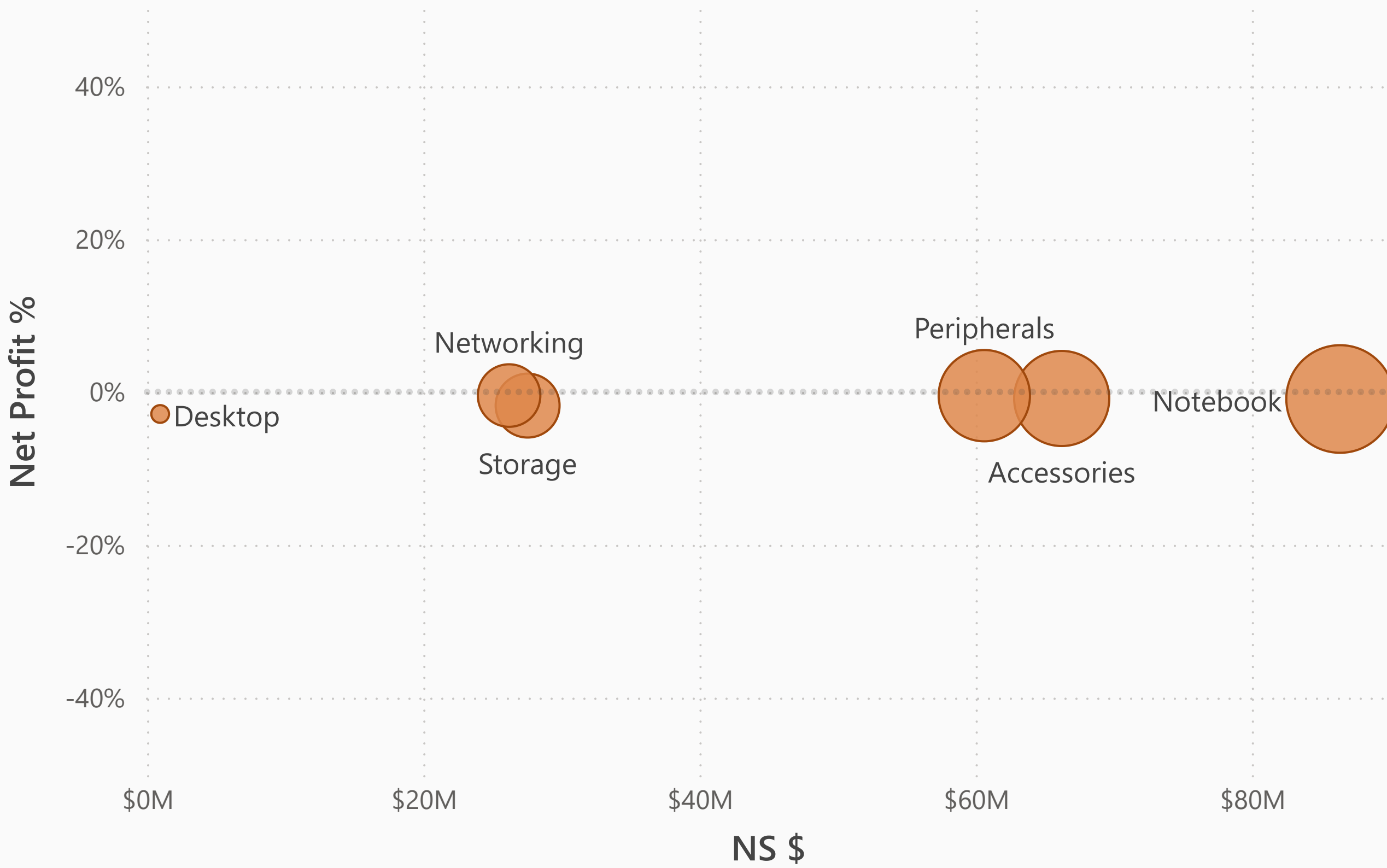
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NP= Net Profit | Chg = Change

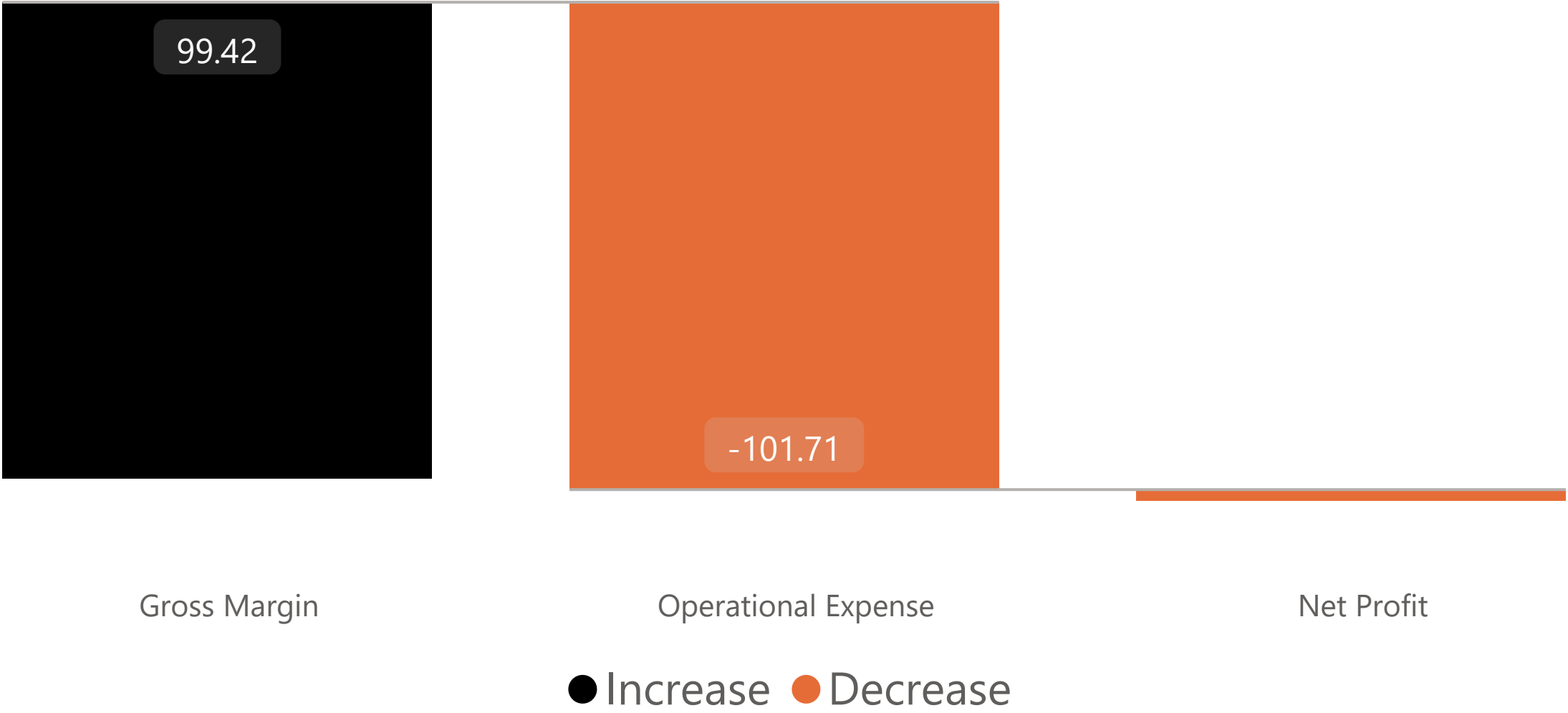
All values in Million \$

GM %

Net Profit %



Net Sales & Gross Margin Bifurcation



Segment

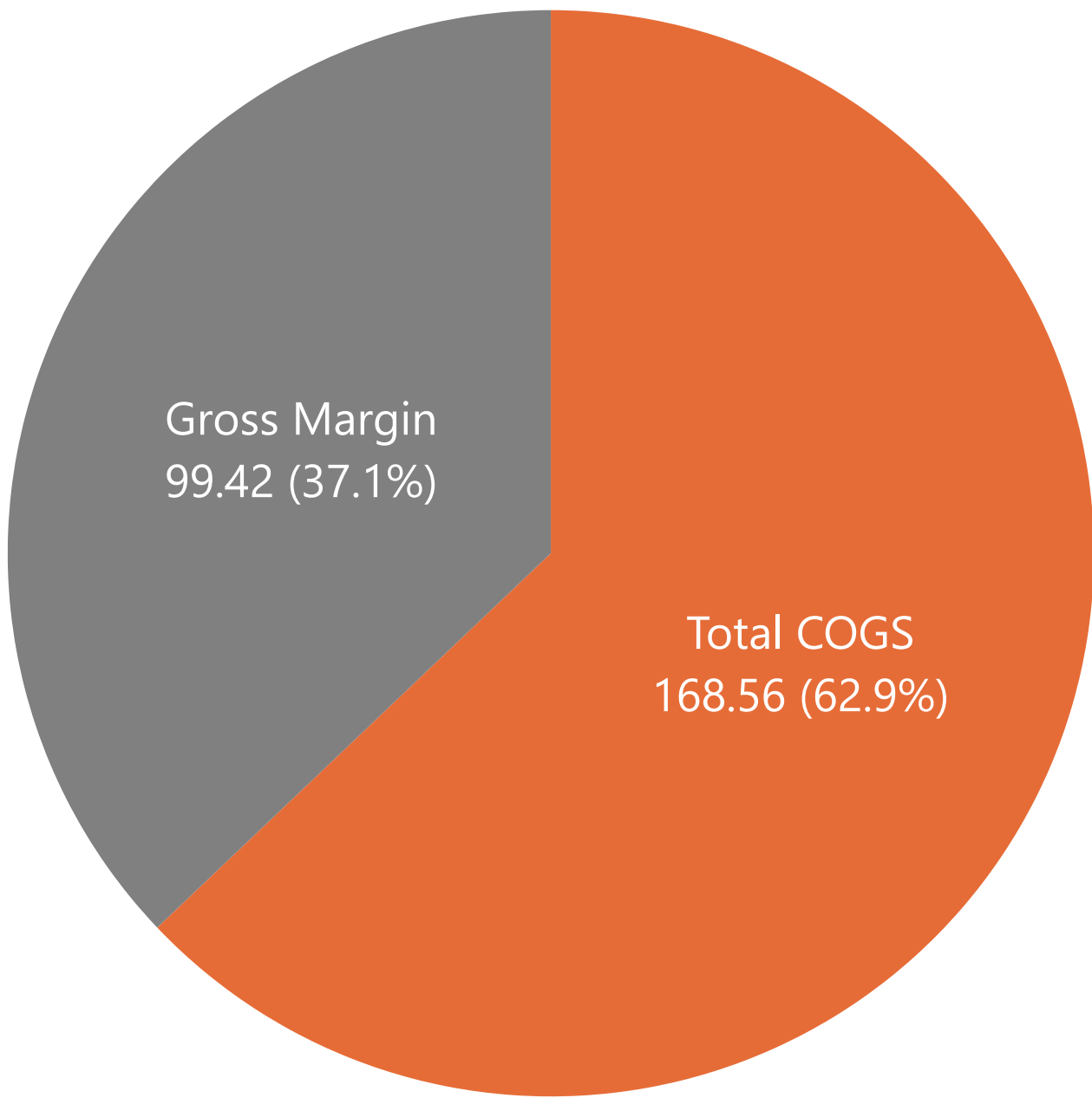


Market

Segment

Category

Segment	NS \$	GM %	NP \$	NP %	Δ NP %
Networking	\$26.22M	37.51%	-0.12M	-0.47%	-145.76%
Peripherals	\$60.63M	37.47%	-0.29M	-0.48%	-115.99%
Accessories	\$66.23M	37.07%	-0.56M	-0.85%	-136.33%
Notebook	\$86.39M	37.08%	-0.79M	-0.92%	-140.20%
Storage	\$27.56M	36.05%	-0.49M	-1.78%	-185.03%
Desktop	\$0.95M	36.47%	-0.03M	-2.88%	-185.03%
Grand Total	\$267.98M	37.10%	-2.29M	-0.85%	-138.68%





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GM = Gross Margin | NS = Net Sales

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All values in Million \$

Forecast Accuracy %

72.99%

LY: 86.45% | -15.57% ▼

Net Error (\$)

492K

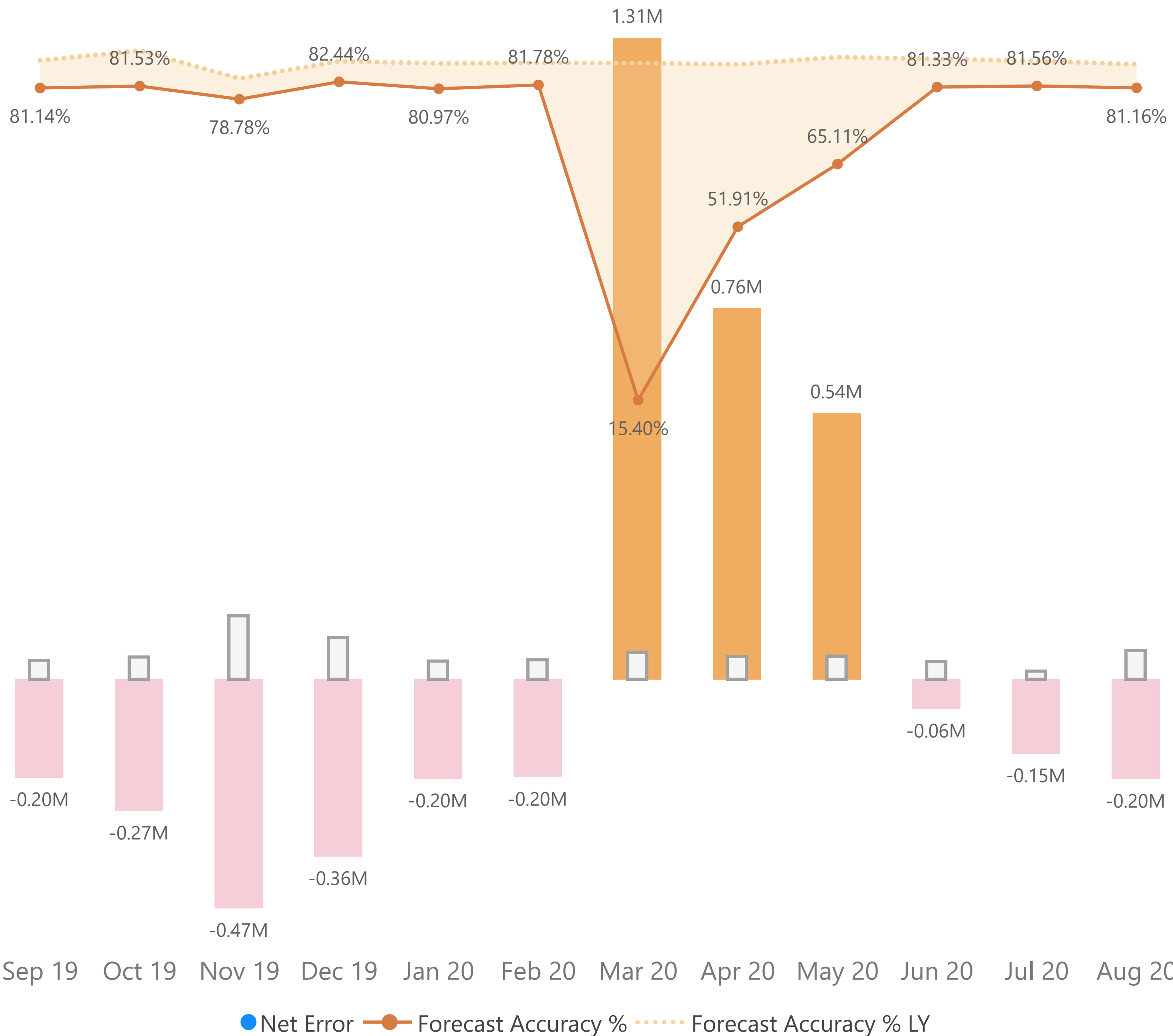
LY: 0.64M | -22.88% ▲

Absolute Error (\$)

6M

LY: 1.55M | 271.06% ▼

Accuracy / Net Error Trend



Key Metrics By Customer

Customer	FCA %	FCA % LY	Net Error	Net Error %	Risk
AtliQ Exclusive	56.65%	76.67%	331K	17.8%	EI
Atliq e Store	55.24%	76.51%	-544K	-28.5%	OOS
Radio Popular	50.36%	58.50%	39K	19.9%	EI
Mbit	49.13%	55.20%	7K	6.5%	EI
Expert	48.84%	64.24%	33K	14.5%	EI
Amazon	48.43%	78.07%	-917K	-31.9%	OOS
UniEuro	45.77%	32.17%	63K	27.5%	EI
Elkiøb	45.00%	12.35%	78K	39.3%	EI
Total	72.99%	86.45%	492K	2.3%	EI

Key Metrics By Product

Segment	FCA %	FCA% LY	Net Error	Net Error %	Risk
Storage	81.01%	80.25%	698K	14.9%	EI
Notebook	76.65%	83.02%	147K	22.6%	EI
Peripherals	75.18%	85.06%	193K	7.4%	EI
Accessories	71.42%	90.20%	-168K	-1.4%	OOS
Desktop	70.07%		0K	-2.0%	OOS
Networking	52.50%	81.50%	-379K	-28.9%	OOS
Total	72.99%	86.45%	492K	2.3%	EI



FILTERS

Select Benchmak (BM)

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BY REGION/COUNTRY

All

BY STORES/(S)

All

BY CATEGORY

All

Abbreviations

BM = Benchmark | LY=Last Year

GM = Gross Margin | NS = Net Sales

RC= Revenue Contribution

MS= Market Share

All values in Million \$

Net Sales \$

\$267.98M

BM: 111.37M | 140.61% ▲

Gross Margin %

37.10%

BM: 41.2% | -9.95% ▼

Net Profit %

-0.85%

BM: 2.21% | -138.68% ▼

Forecast Accuracy %

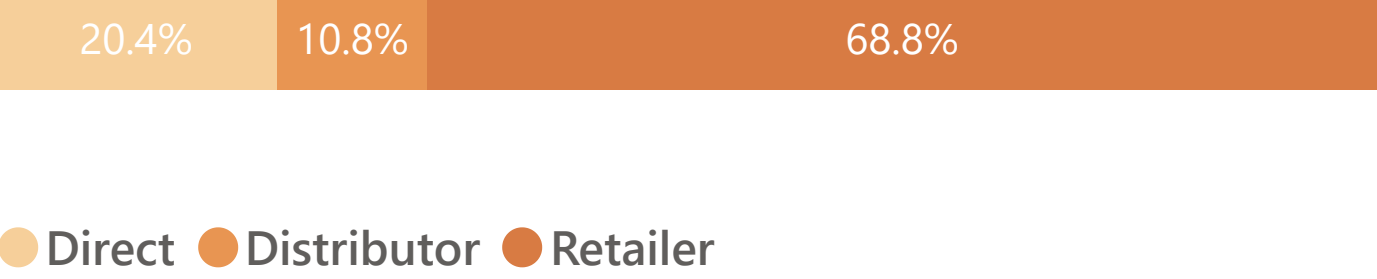
72.99%

LY: 86.45% | -15.57% ▼

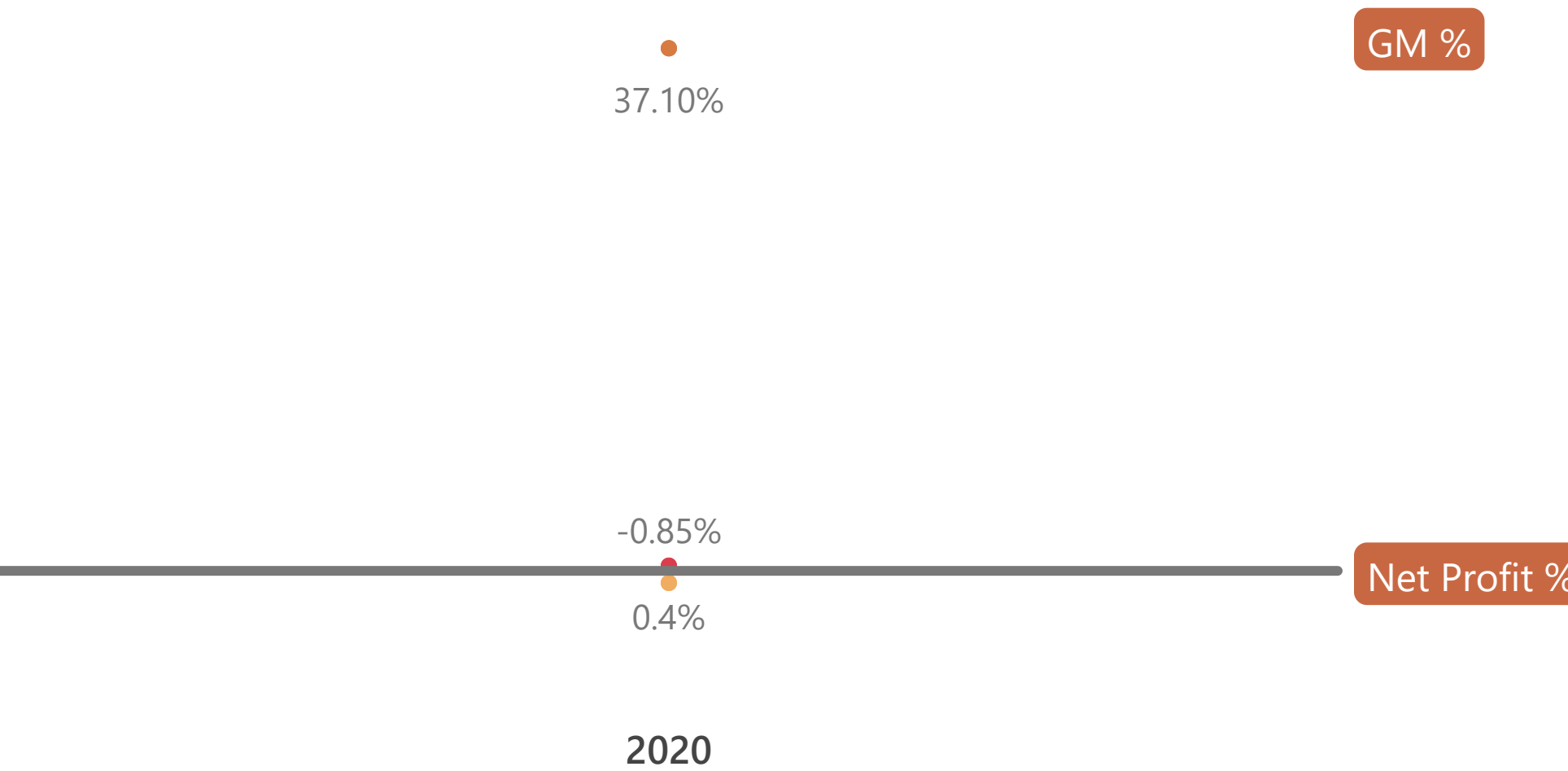
Revenue Contribution

Division

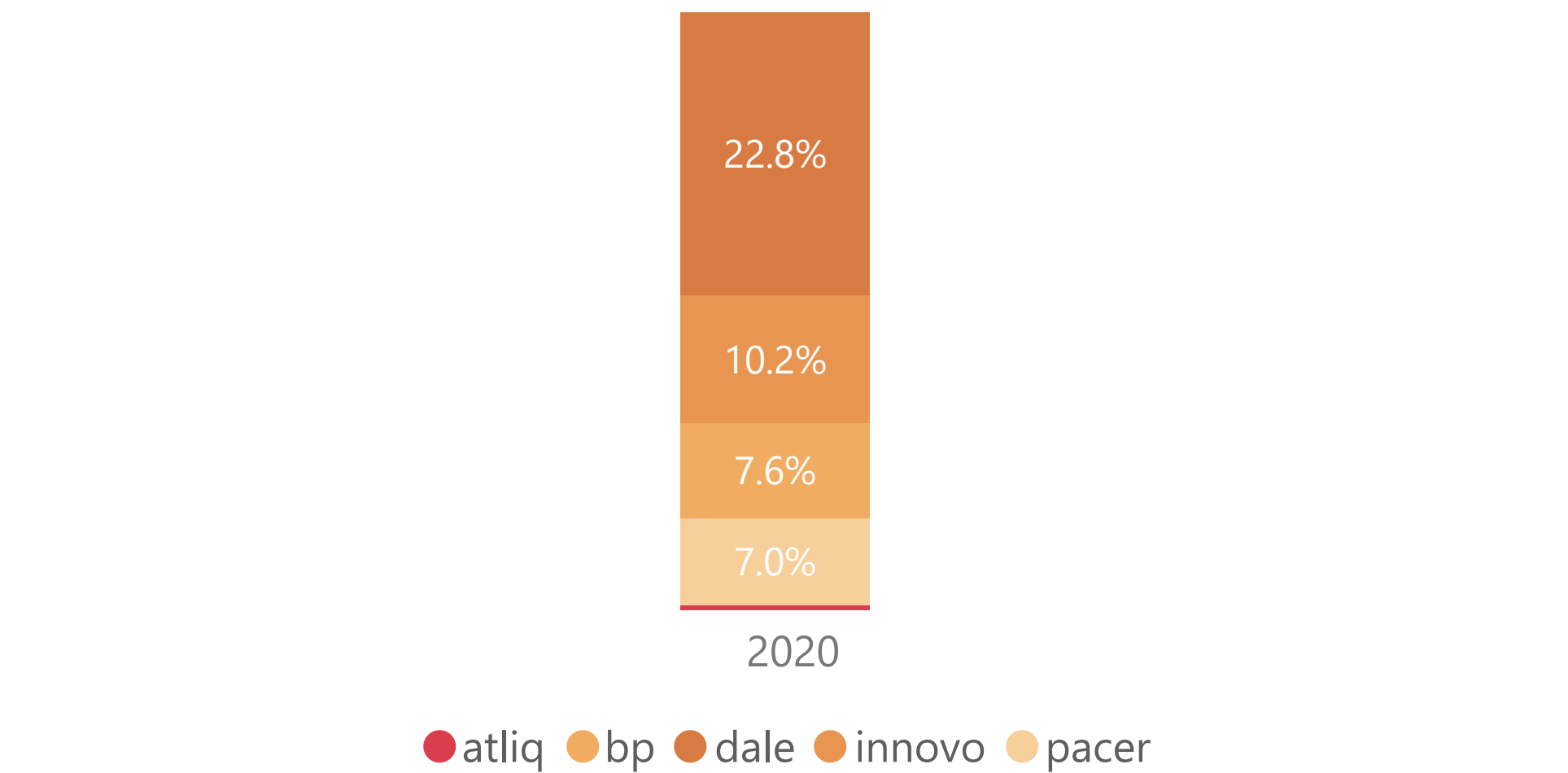
Channel



Trend: Key metrics over years



Trend: Revenue Contribution over years



TOP 5 Customers

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

TOP 5 Products

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

Sub-Region Performance

Sub Zone	NS \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
ROA	\$66.45M	24.8%	38.15%	8.87% ▼	9.4%	EI	0.6%
India	\$64.73M	24.2%	32.07%	-14.73% ▼	-0.8%	OOS	0.8%
NA	\$62.21M	23.2%	39.35%	-1.79% ▼	-22.1%	OOS	0.3%
NE	\$30.68M	11.4%	37.97%	-4.58% ▼	8.3%	EI	0.3%
SE	\$25.11M	9.4%	37.64%	6.98% ▼	11.0%	EI	1.1%
ANZ	\$16.80M	6.3%	42.36%	12.62% ▲	24.2%	EI	0.1%
LATAM	\$2.00M	0.7%	30.96%	-0.08% ▼	1.2%	EI	0.0%
Total	\$267.98M	100.0%	37.10%	-0.85%	2.3%	EI	0.4%