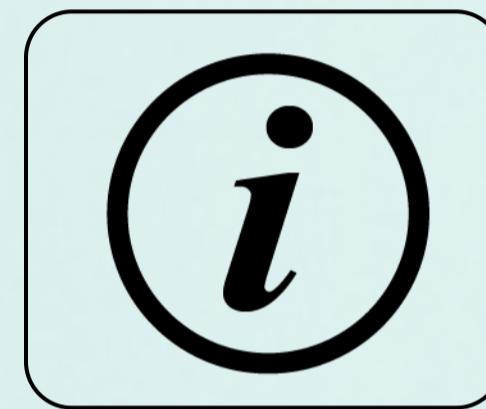


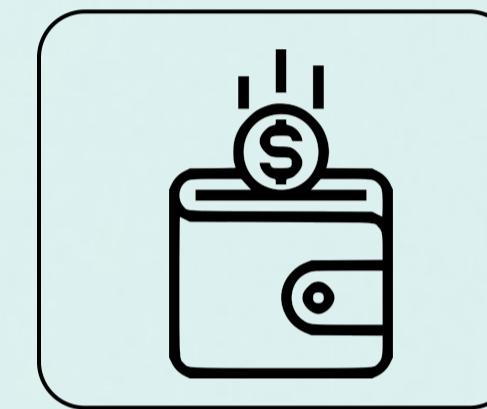


Business Insights 360



Info

Get to know the key information of this tool.



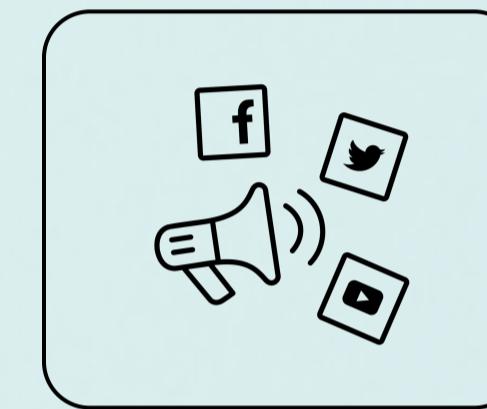
Finance View

Get P & L statement for any customer / product / country or aggregation of the above over any time period and More.



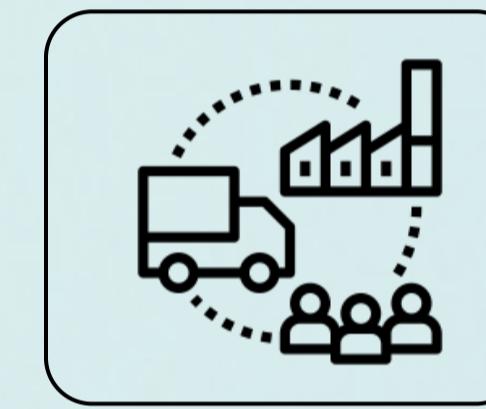
Sales View

Analyse the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



Marketing View

Analyse the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



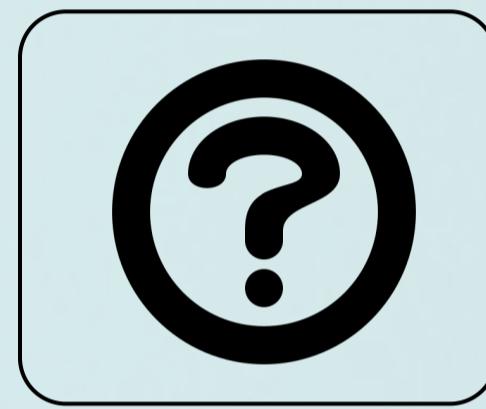
Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



Executive View

A top level dashboard for executives consolidating top insights from all dimensions of business.



Support

Get your issues resolved by connecting to our support specialist.



region, market
All

customer
All

segment, cat...
All

2018

2019

2020

2021

2022
Est

YTD

YTG

Q1

Q2

Q3

Q4

vs LY

vs
Target



Net sales
\$3.74bn !
BM: \$3.81bn
(-1.86%)

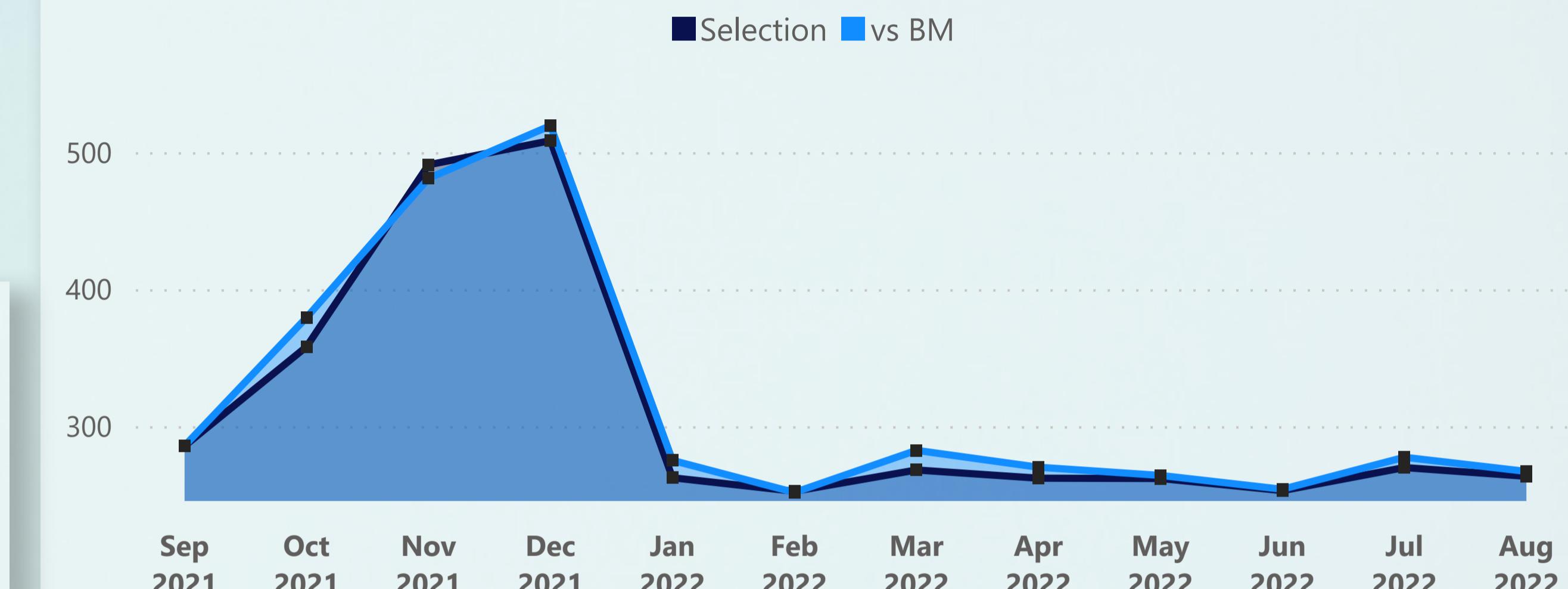
GM%
38.08% !
BM: 38.34%
(-0.66%)

Net Profit %
-13.98%✓
BM: -14.19%
(+1.47%)

Profit & Loss Statement

Line Item	2022 Est	BM	Chg	Chg %
Gross Sales	7370.1			
Pre Invoice Deduction	1727.0			
Net Invoice Sales	5643.1			
- Post Discounts	1243.5			
- Post Deductions	663.4			
Total Post Invoice Deduction	1907.0			
Net Sales	3736.2	3807.1	-70.9	-1.9
- Manufacturing Cost	2197.3			
- Freight Cost	100.5			
- Other Cost	15.5			
Total COGS	2313.3			
Gross Margin	1422.9	1459.5	-36.6	-2.5
Gross Margin %	38.1	38.3	-0.3	-0.7
GM / Unit	15.8			
-Operational Expense	-1945.3			
Net Profit	-522.4			
Net Profit %	-14.0	-14.2	0.2	-1.5

Net Sales Performance Over Time



Top/Bottom Customers & Products by Net Sales

region	P & L Values	YoY % Chg
+ APAC	1,923.77	-2.5
+ EU	775.48	-1.1
+ LATAM	14.82	-1.6
+ NA	1,022.09	-1.2

segment	P & L Values	YoY % Chg
+ Accessories	454.1	
+ Desktop	711.1	
+ Networking	38.4	
+ Notebook	1,580.4	
+ Peripherals	897.5	
+ Storage	54.6	



region, market

All

customer

All

segment, cat...

All

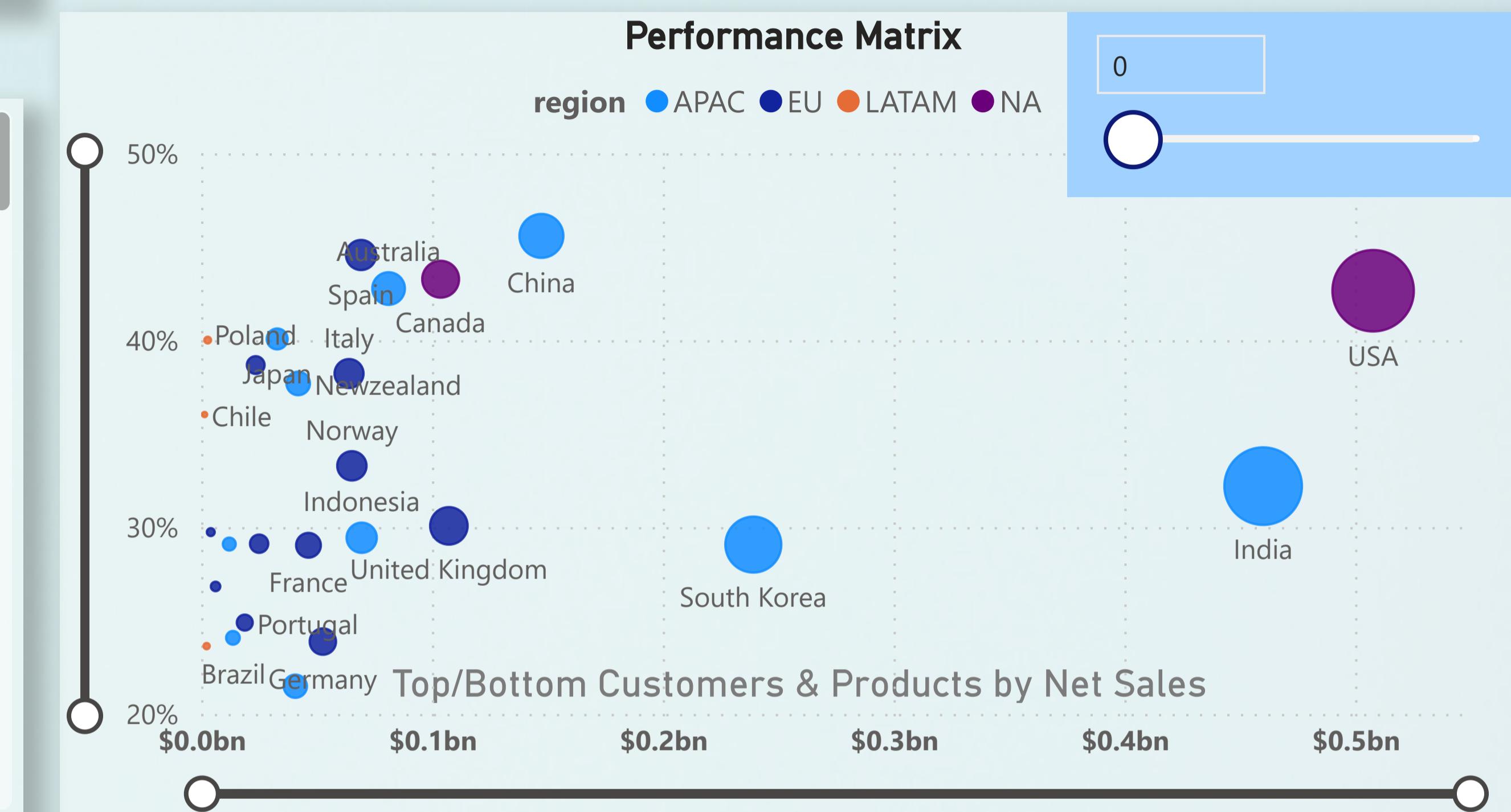
2018 2019 2020 2021 2022 Est

YTD YTG

Q1 Q2 Q3 Q4

Customer Performance

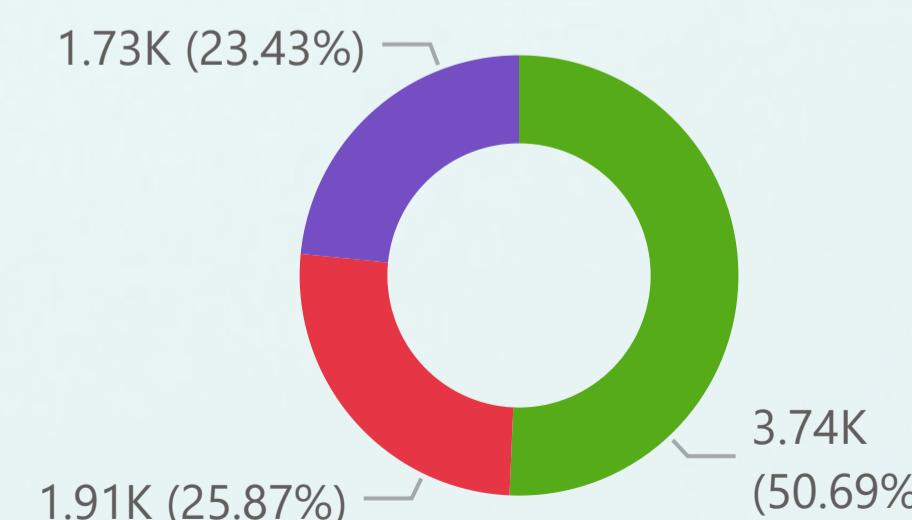
customer	NS\$	GM \$	GM %
Acclaimed Stores	\$73.36M	\$29.58M	40.32%
All-Out	\$4.41M	\$1.68M	38.17%
Amazon	\$496.88M	\$182.77M	36.78%
Argos (Sainsbury's)	\$13.70M	\$5.30M	38.70%
Atlas Stores	\$17.14M	\$5.43M	31.66%
AtliQ e Store	\$304.10M	\$112.15M	36.88%
AtliQ Exclusive	\$361.12M	\$166.15M	46.01%
BestBuy	\$49.34M	\$22.15M	44.89%
Billa	\$6.82M	\$1.62M	23.80%
Boulanger	\$26.02M	\$10.39M	39.95%
Chip 7	\$25.62M	\$8.26M	32.24%



Unit Economics

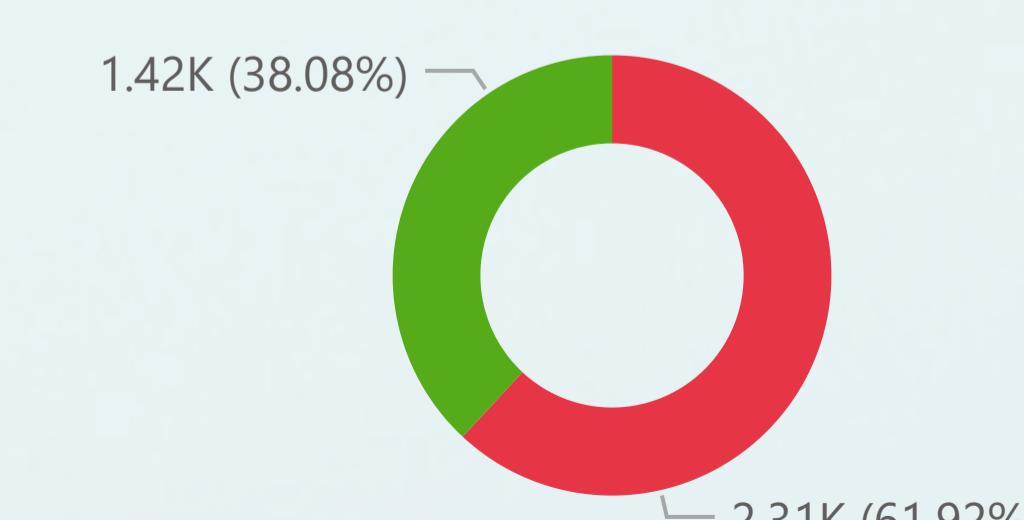
P & L Values by Description

● Net Sales ● Total Post Invoice... ● Pre Invoice ...



P & L Values by Description

● Total COGS ● Gross Margin



Product Performance

division	NS\$	GM \$	GM %
■ N & S			
■ Networking			
■ Wi fi extender			
AQ Wi Power Dx2	\$17.91M	\$6.95M	38.78%
AQ Wi Power Dx3	\$20.52M	\$7.83M	38.17%
■ Storage			
■ External Solid State Drives			
AQ Clx1	\$11.38M	\$4.46M	39.15%





region, market

All

customer

All

segment, cat...

All

2018

2019

2020

2021

2022
Est

YTD

YTG

Q1

Q2

Q3

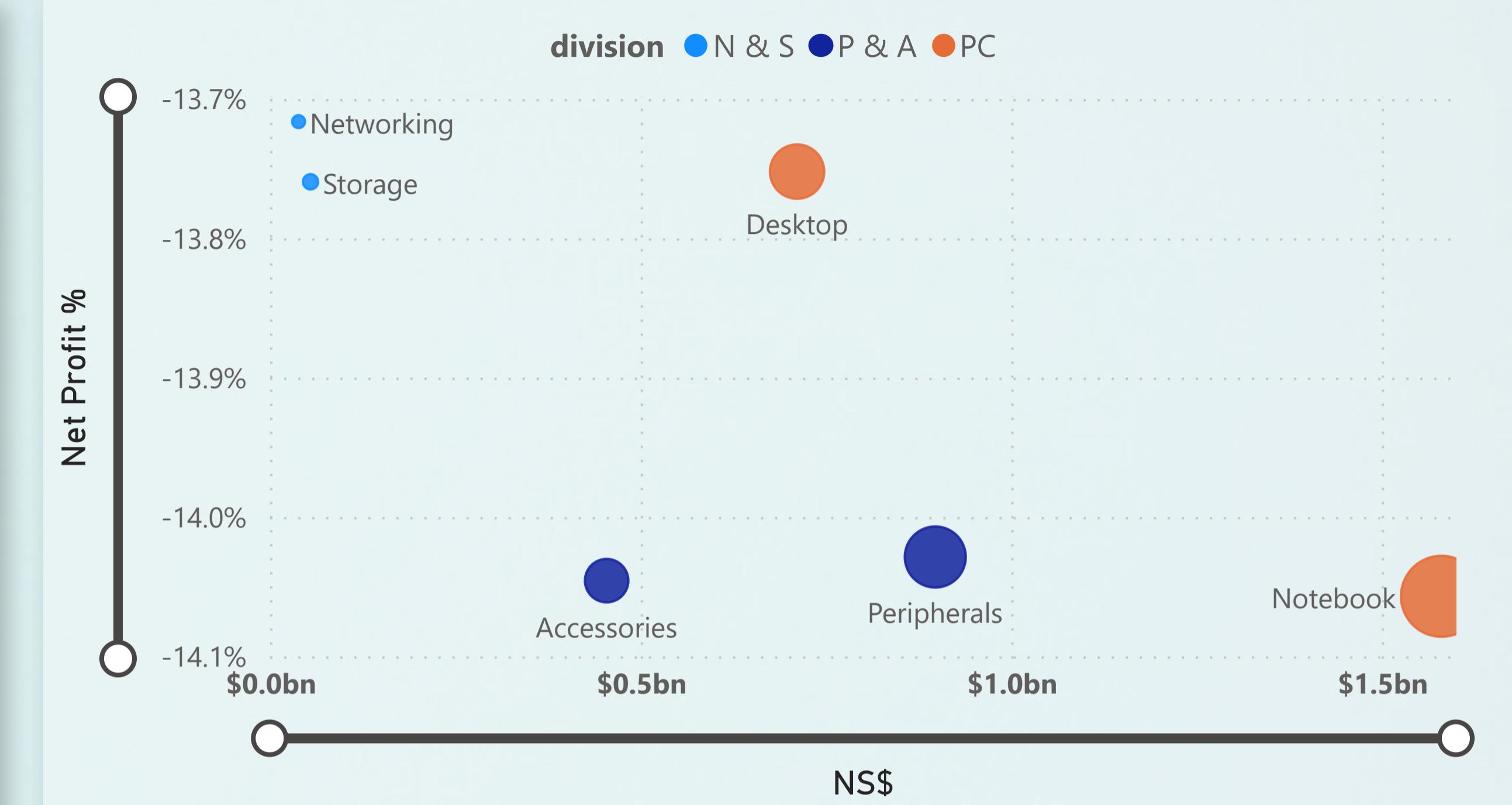
Q4

Product Performance

Performance Matrix

Show GM%

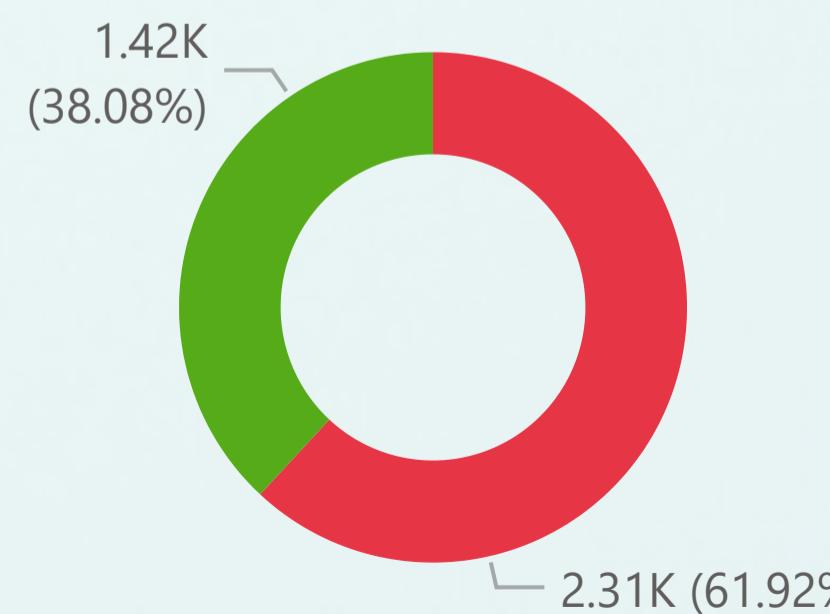
segment	NS\$	GM \$	GM %	Net Profit \$	Net Profit %
Accessories	\$454.10M	\$172.61M	38.01%	-63.78M	-14.05%
Desktop	\$711.08M	\$272.39M	38.31%	-97.79M	-13.75%
Networking	\$38.43M	\$14.78M	38.45%	-5.27M	-13.72%
Notebook	\$1,580.43M	\$600.96M	38.03%	-222.16M	-14.06%
Peripherals	\$897.54M	\$341.22M	38.02%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



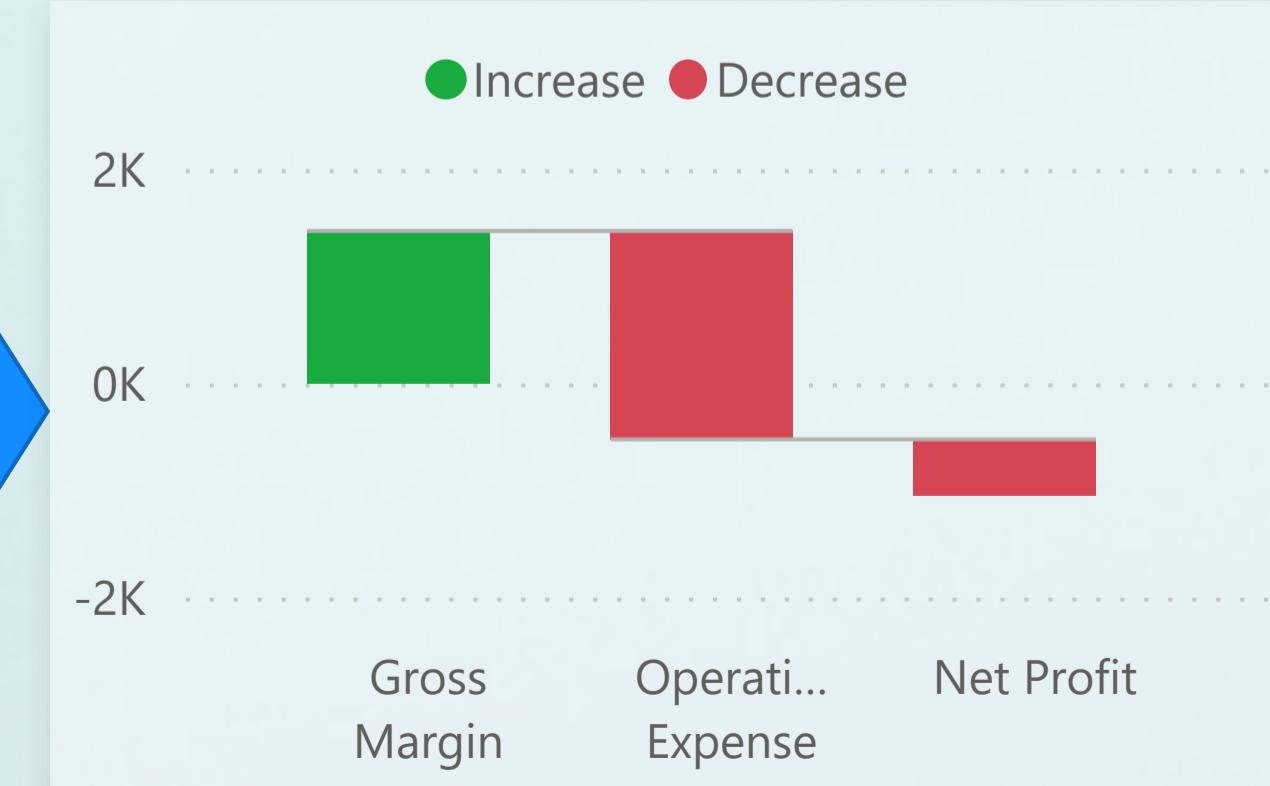
Unit Economics

Region/Market/Customer Performance

● Total COGS ● Gross Margin



● Increase ● Decrease



region NS\$ GM \$ GM % Net Profit \$ Net Profit %

APAC	\$1,923.77M	\$690.21M	35.88%	-281.16M	-14.62%
EU	\$775.48M	\$267.80M	34.53%	-95.52M	-12.32%
LATAM	\$14.82M	\$5.19M	35.02%	-0.44M	-2.95%
NA	\$1,022.09M	\$459.68M	44.97%	-145.31M	-14.22%



region, market
All

customer
All

segment, cat...
All

2018 2019 2020 2021 2022 Est

YTD YTG

Q1 Q2 Q3 Q4

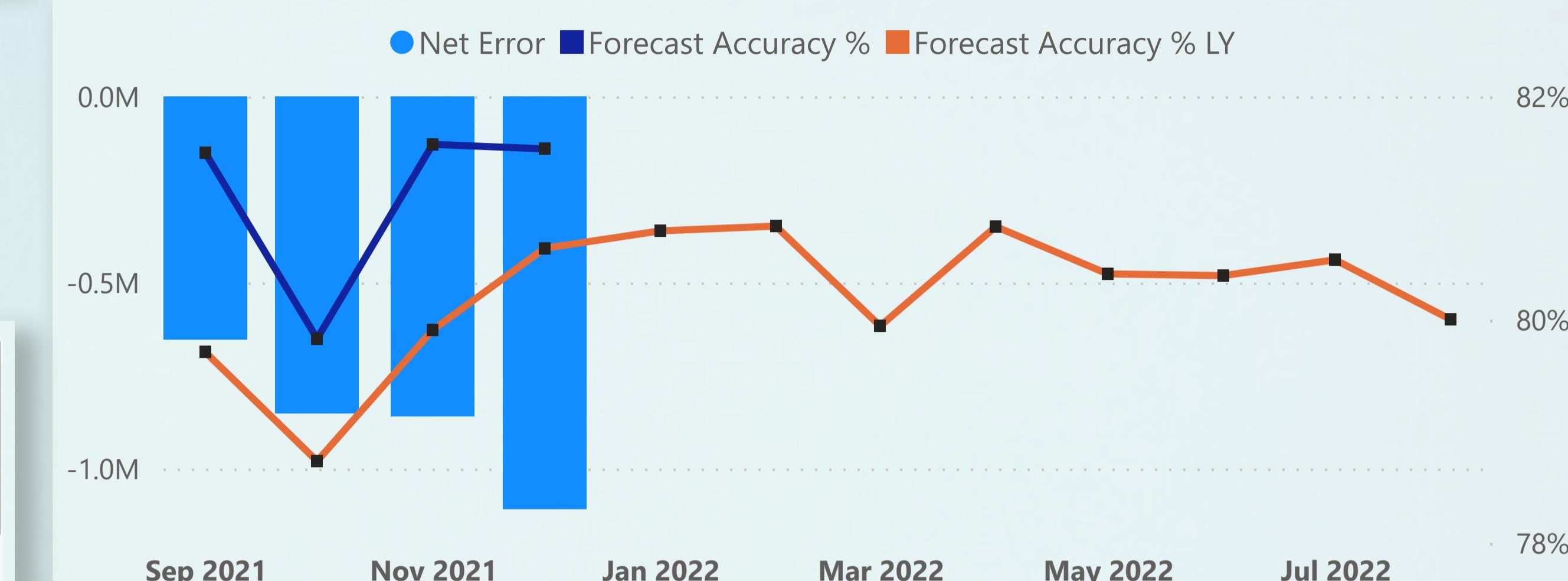
Forecast Accuracy
81.17% ✓
LY: 80.21% (+1.2%)

Net Error
-3472.7K ✓
LY: -751.7K
(-361.97%)

Absolute Error
6899.0K ✓
LY: 9780.7K
(+29.46%)

Key Metrics by Customer

customer	Forecast Accuracy %	Forecast Accuracy %
Acclaimed Stores	57.74%	50.0
BestBuy	46.60%	35.3
Billa	42.63%	18.7
Circuit City	46.17%	35.0
Control	52.06%	47.4
Costco	51.95%	49.4
Currys (Dixons Carphone)	54.29%	35.9
Leader	48.72%	24.4
Logic Stores	52.49%	51.4
Nomad Stores	53.44%	50.1
Notebillig	42.70%	18.8
Otto	45.76%	18.1
Path	50.57%	45.1
Radio Shack	45.64%	38.4
Sage	50.72%	33.1
Total	81.17%	80.2



Key Metrics by Segment/Category/Product

segment	P & L Values	YoY % Chg
+ Accessories	454.1	
+ Desktop	711.1	
+ Networking	38.4	
+ Notebook	1,580.4	
+ Peripherals	897.5	
+ Storage	54.6	



region, market

customer

segment, cat...

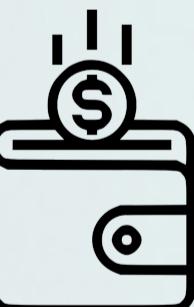
2018 2019 2020 2021 2022 Est YTD YTG Q1 Q2 Q3 Q4 vs LY vs Target

NS\$
\$3.74bn !
BM: \$3.81bn
(-1.86%)

GM %
38.08% !
BM: 38.34%
(-0.66%)

Net Profit %
-13.98% ✓
BM: -14.19%
(+1.47%)

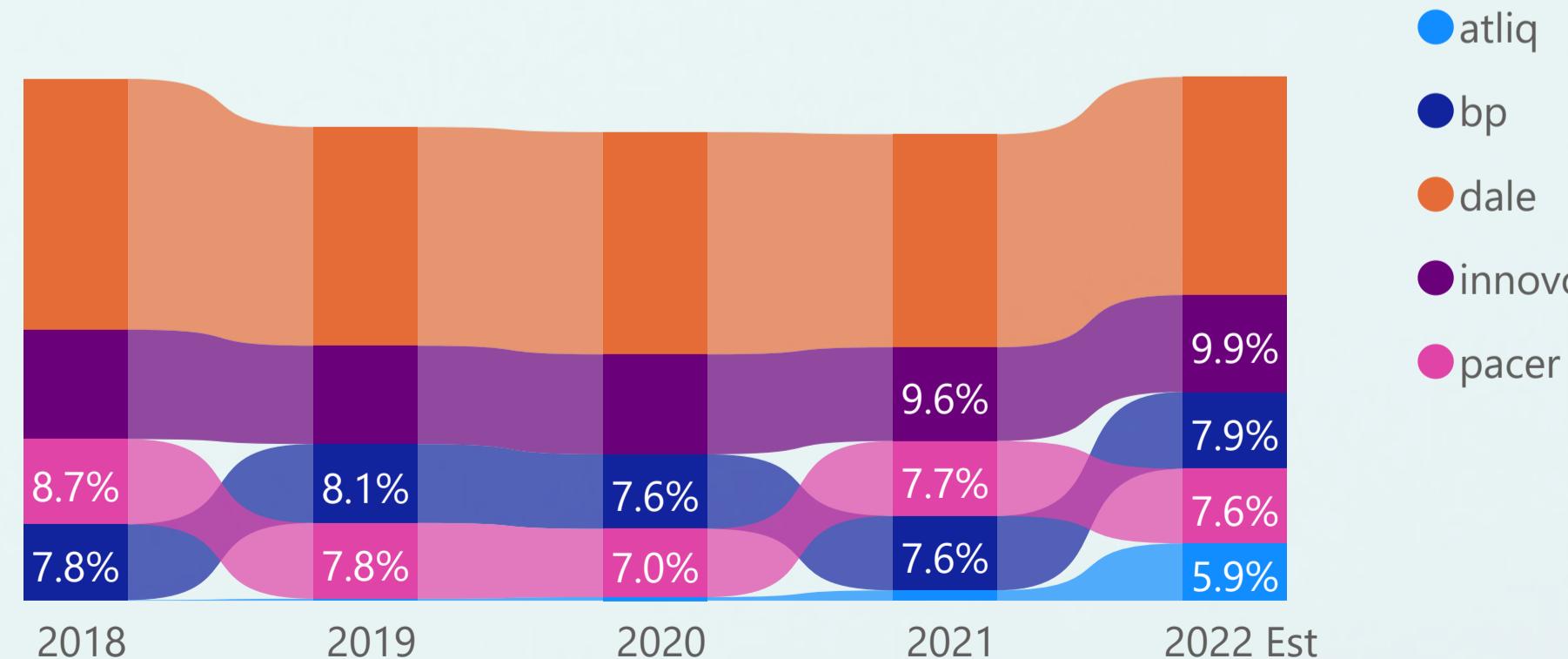
Forecast Accuracy
81.17% ✓
BM: 80.21%
(+1.2%)



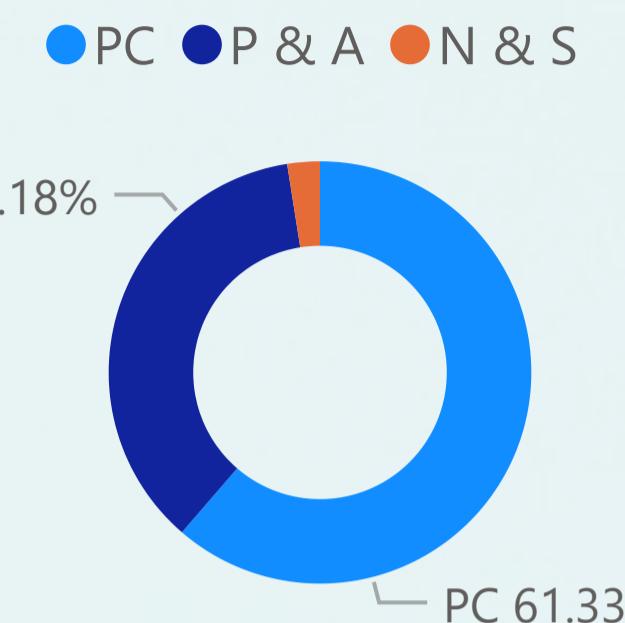
Key Insights by Sub Zone

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

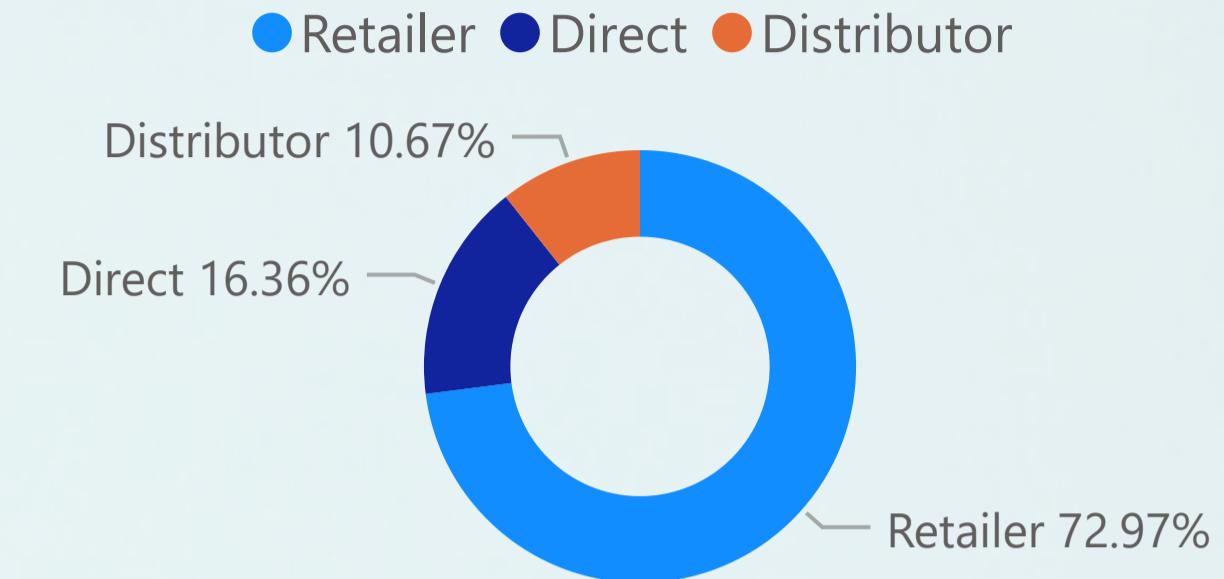
PC Market Share Trend - AtliQ & Competitors



Revenue by Division

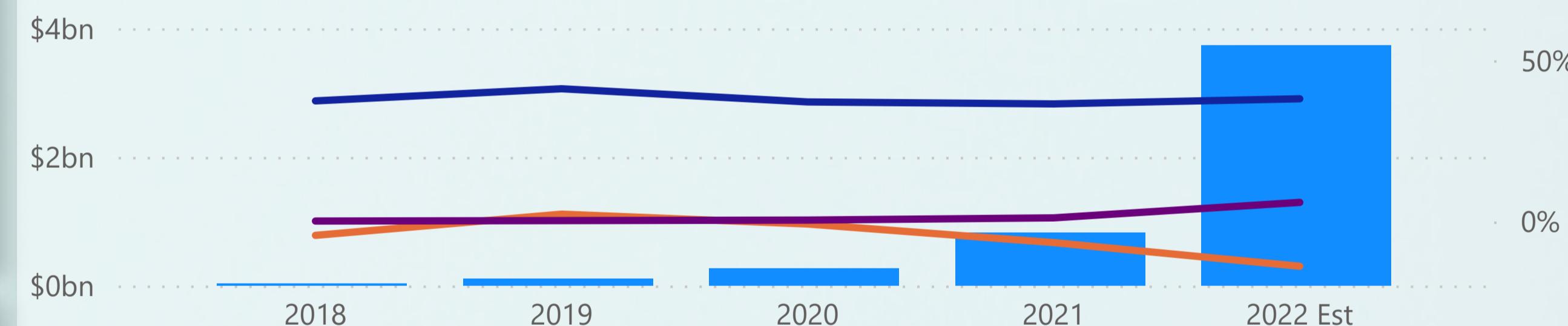


Revenue by Channel



Annual trend by Revenue, GM %, Net Profit % and PC Market Share %

NS\$ GM % Net Profit % Market Share %



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.78% ↓
AtliQ e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	38.2%	39.19%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Home Allin1	4.1%	38.71%
AQ HOME Allin1 Gen 2	5.7%	38.08% ↓
AQ Smash 1	3.8%	37.43% ↓
AQ Smash 2	4.1%	37.40% ↓
Total	23.2%	38.06%