

Fiancial View



Q1

Q2

Q3

Q4

2018

2019

2020

2021

202...

YTD

YTG

LY

Target

region, mar...

customer

segment, category, pr...

All

All

All

\$823.85M✓

BM: 267.98M (+207.43%)

Net Sales

36.49% !

BM: 37.10% (-1.65%)

GM %

-6.63% !

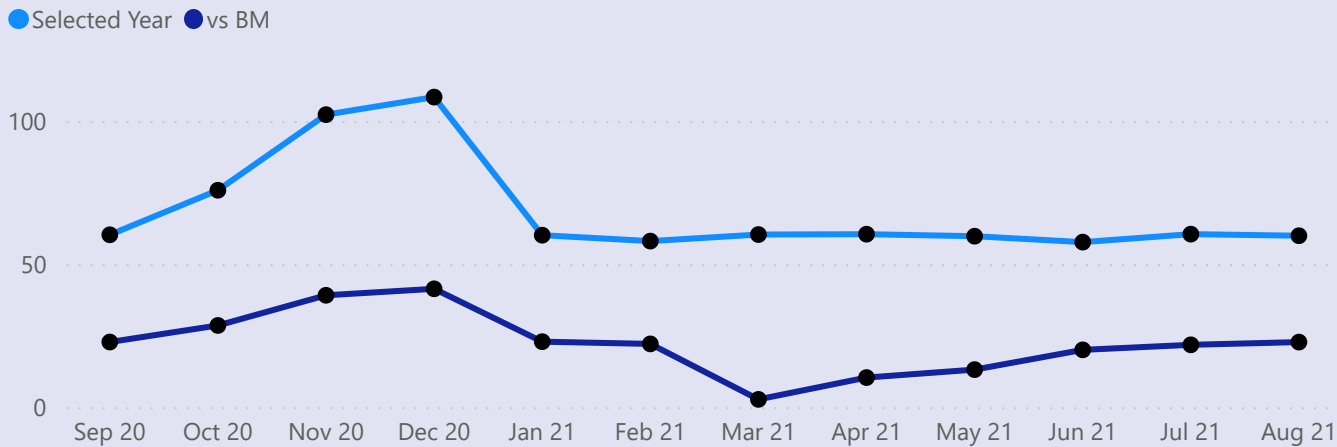
BM: -0.85% (-676.38%)

Net Profit %

Profit & Loss Statement

	Line Item	2021	BM	Chg	Chg %
LY: Last Year	Gross Sales	1,664.64	535.95	1,128.69	210.60
YTD: Year to date	Pre Invoice Deduction	392.50	124.69	267.81	214.77
YTG: Year to go	Net Invoice Sales	1,272.13	411.25	860.88	209.33
BM: Benchmark	- Post Discounts	281.64	95.85	185.79	193.84
NS: Net Sales	- Post Deductions	166.65	47.43	119.22	251.38
NP: Net Profit	Total Post Invoice Deduction	448.29	143.27	305.01	212.89
GM: Gross Margin	Net Sales	823.85	267.98	555.87	207.43
P & L: Profit and Loss	- Manufacturing Cost	497.78	160.30	337.48	210.53
YoY: Year over year	- Freight Cost	22.05	7.16	14.89	207.98
	- Other Cost	3.39	1.10	2.29	209.52
	Total COGS	523.22	168.56	354.66	210.41
	Gross Margin	300.63	99.42	201.21	202.37
	Gross Margin %	36.49	37.10	-0.61	-1.65
	GM / Unit	5.99	4.79	1.21	25.21
	Operational Expense	355.28	101.71	253.57	249.30
	Net Profit	-54.65	-2.29	-52.36	2,286.82
	Net Profit %	-6.63	-0.85	-5.78	676.38

Net Sales Performance Over Time



Top/Bottom Products & Customers By Net Sales

region	P & L values	P & L YoY Chg %
+ LATAM	3.16	58.40
+ NA	177.94	186.03
+ APAC	441.98	198.67
+ EU	200.77	259.88
Total	823.85	207.43

segment	P & L values	P & L YoY Chg %
+ Accessories	244.85	269.67
+ Desktop	46.43	4,791.34
+ Networking	45.16	72.26
+ Notebook	266.49	208.45
+ Peripherals	166.51	174.64
+ Storage	54.42	97.48
Total	823.85	207.43

Sales View

2018	2019	2020	2021	2022 Est
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Q1	Q2	Q3	Q4
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YTD	YTG
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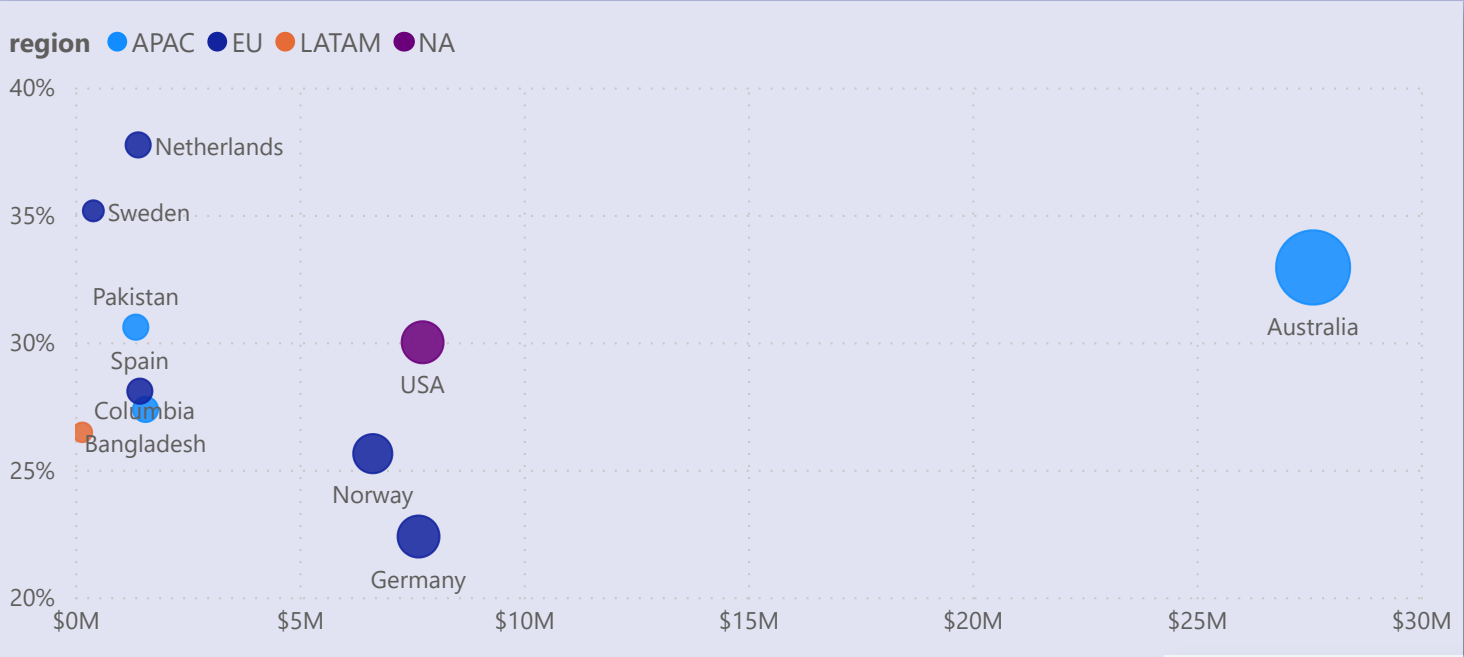
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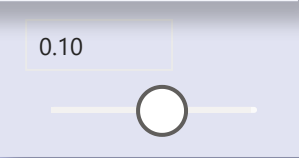
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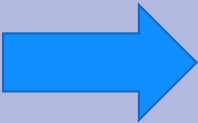
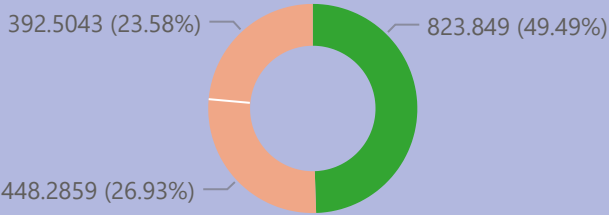
customer	NS \$	GM %
Amazon	\$109.03M	35.40%
Atliq e Store	\$70.31M	37.54%
AltiQ Exclusive	\$69.15M	46.10%
Sage	\$27.07M	35.16%
Flipkart	\$25.25M	30.23%
Leader	\$24.51M	34.01%
Neptune	\$21.00M	41.17%
Ebay	\$19.87M	36.10%
Electricalsociety	\$16.25M	34.83%
Synthetic	\$16.10M	39.25%
Electricalslytical	\$15.64M	37.86%
Total	\$823.85M	36.49%



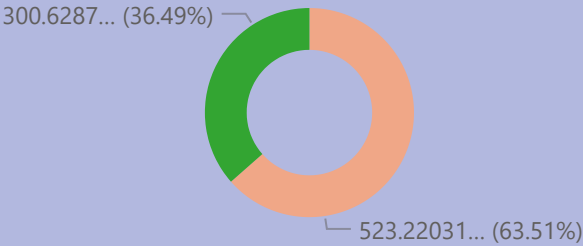
LY	Target
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● Net Sales ● Total Post Invoice ... ● Pre Invoice D...



● Total COGS ● Gross Margin



segment	NS \$	GM \$	GM %
Accessories	\$244.85M	89.30M	36.47%
Desktop	\$46.43M	16.79M	36.17%
Networking	\$45.16M	16.60M	36.75%
Notebook	\$266.49M	97.12M	36.45%
Peripherals	\$166.51M	60.81M	36.52%
Storage	\$54.42M	20.00M	36.75%

market

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All▼

region

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All▼

customer

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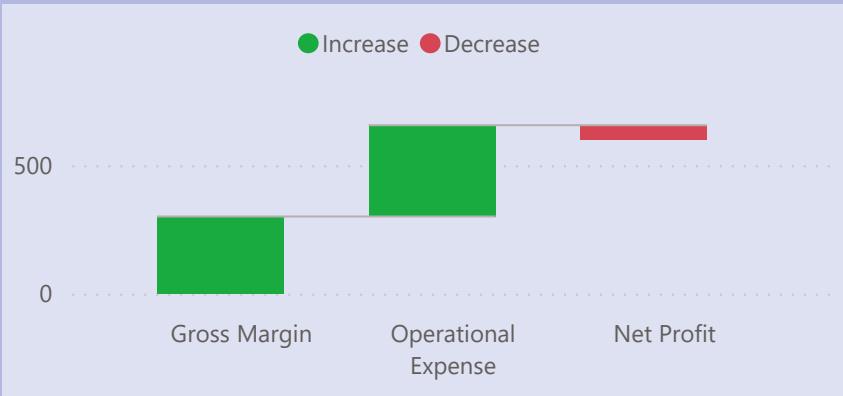
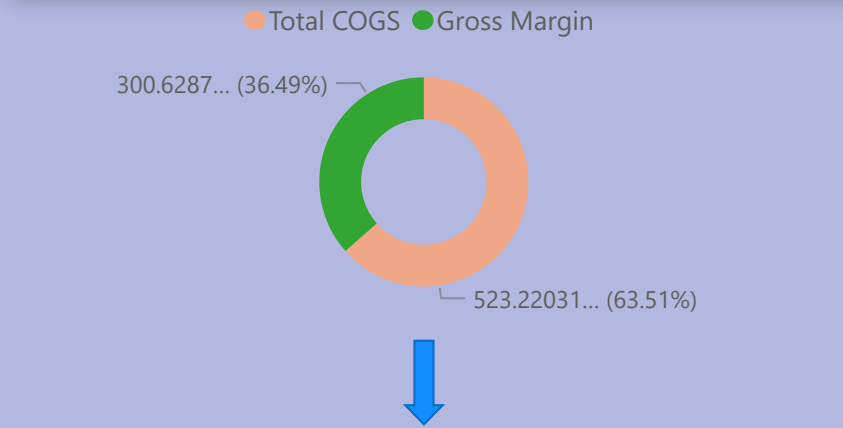
All▼

20182019202020212022 Est

Q1Q2Q3Q4

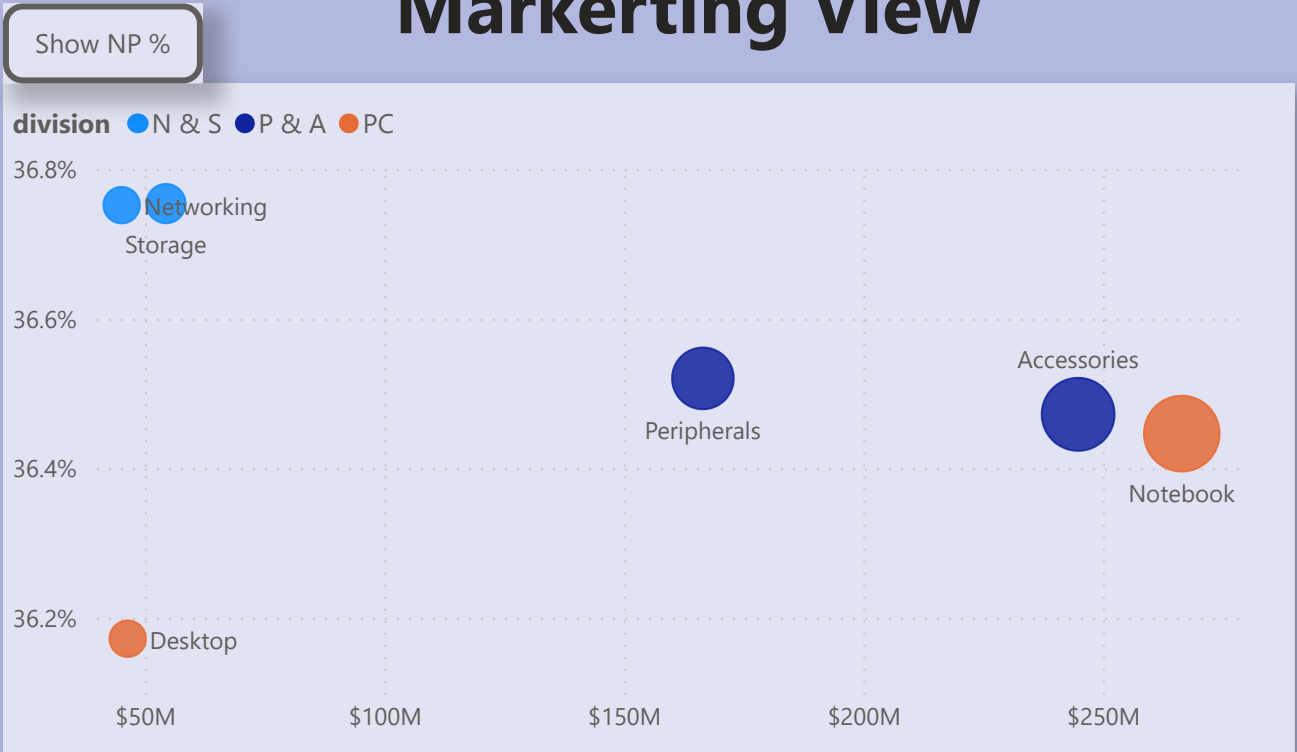
YTDYTG

segment	NS \$	GM \$	GM %	NP \$	NP %
+ Notebook	\$266.49M	97.12M	36.45%	-17.71M	-6.64%
+ Accessories	\$244.85M	89.30M	36.47%	-16.28M	-6.65%
+ Peripherals	\$166.51M	60.81M	36.52%	-11.02M	-6.62%
+ Storage	\$54.42M	20.00M	36.75%	-3.46M	-6.36%
+ Desktop	\$46.43M	16.79M	36.17%	-3.27M	-7.04%
+ Networking	\$45.16M	16.60M	36.75%	-2.91M	-6.44%



COGS: Cost of Goods Sold

Markerting View



region	NS \$	GM \$	GM %	NP \$	NP %
APAC	\$441,977,305.09	156,205,987.86	35.34%	-33,331,734.28	-7.54%
Australia	\$27,597,905.92	9,090,707.92	32.94%	-737,623.92	-2.67%
Bangladesh	\$9,112,416.10	3,146,945.41	34.53%	278,201.92	3.05%
China	\$29,872,991.16	12,277,434.48	41.10%	570,806.70	1.91%
India	\$210,673,638.41	67,478,105.11	32.03%	-51,934,241.23	-24.65%
Indonesia	\$24,241,227.82	9,323,673.00	38.46%	269,622.89	1.11%
Japan	\$10,366,888.40	4,823,001.88	46.53%	1,380,360.34	13.33%
Total	\$823,849,019.54	300,628,704.25	36.49%	-54,651,041.25	-6.63%

Supply Chain View

2018

2019

2020

2021

2022 Est

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Q2

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Q4

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market

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▼

customer

▼

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All

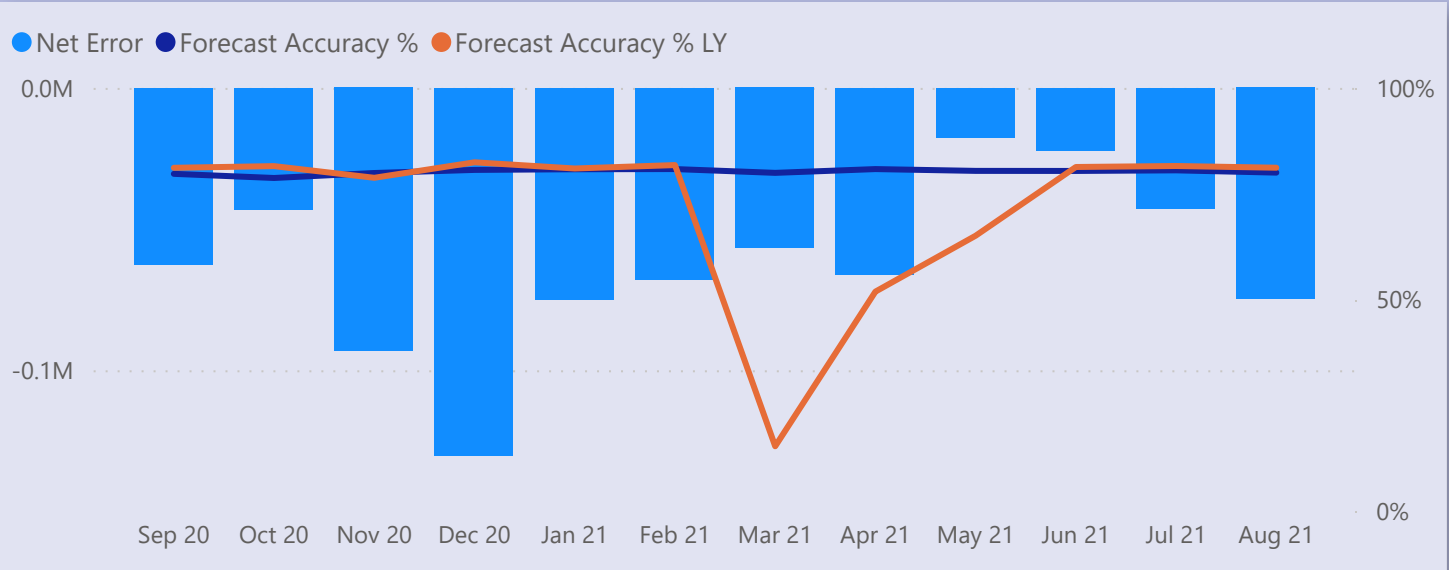
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All

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customer	Forecast Accuracy %	Net Error	Risk
Argos (Sainsbury's)	56.08%	8033	EI
Atlas Stores	48.16%	99521	EI
Atliq Exclusive	42.13%	2714	EI
Boulangier	58.77%	81786	EI
Chip 7	53.44%	95124	EI
Chiptec	52.54%	72175	EI
Coolblue	52.95%	116840	EI
Croma	42.78%	45046	EI
Electricalsara Stores	52.02%	19891	EI
Electricalslytical	50.82%	130903	EI
Electricalsocity	50.35%	9221	EI
Electricalsquipo Stores	48.82%	89614	EI
Elite	51.48%	4296	EI
Epic Stores	52.19%	11914	EI
Euronics	60.79%	58391	EI
Expert	60.67%	69286	EI
Expression	44.32%	2997	EI
Total	80.21%	-751714	OOS

EI: Excess Inventory OOS: Out of Stock



segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Risk
Accessories	77.66%	71.42%	-2133183	OOS
Desktop	84.37%	70.07%	16205	EI
Networking	90.40%	52.50%	227056	EI
Notebook	79.99%	76.65%	-51254	OOS
Peripherals	83.23%	75.18%	-318194	OOS
Storage	83.54%	81.01%	1507656	EI
Total	80.21%	72.99%	-751714	OOS

Executive View

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segment, category, pr...

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\$823.85M✓

BM: 267.98M (+207.43%)

36.49%!

BM: 37.10% (-1.65%)

-6.63%!

BM: -0.85% (-676.38%)

80.21%✓

BM: 72.99% (+9.88%)

Net Sales

GM %

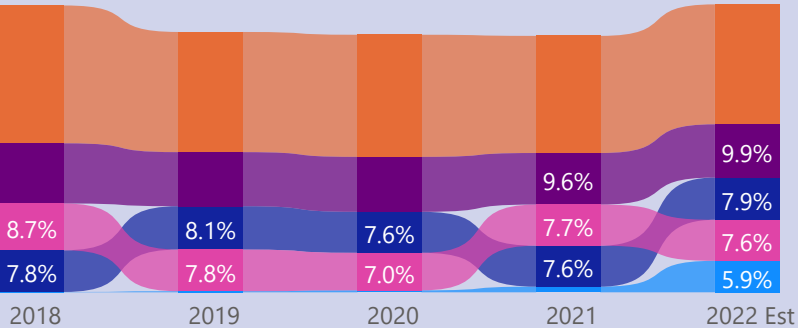
Net Profit %

Forecast Accuracy

Key Insights per Subzone

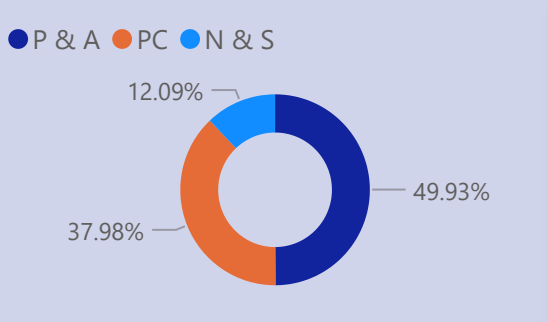
Subzone	NS \$	RC %	GM %	NP %	Atliq MS %	Risk
ANZ	\$44.4M	5.4%	38.5% ↓	7.3%	0.3%	OOS
India	\$210.7M	25.6%	32.0% ↓	-24.7%	2.5%	EI
LATAM	\$3.2M	0.4%	37.5%	6.2%	0.0%	EI
NA	\$177.9M	21.6%	37.2% ↓	-13.7%	0.8%	OOS
NE	\$109.3M	13.3%	38.0%	-1.1%	1.2%	EI
ROA	\$186.9M	22.7%	38.3%	8.2%	1.5%	OOS
SE	\$91.5M	11.1%	38.7%	4.4%	3.6%	EI
Total	\$823.8M	100.0%	36.5%	-6.6%	1.1%	OOS

Manufacturer atliq bp dale innovo pacer

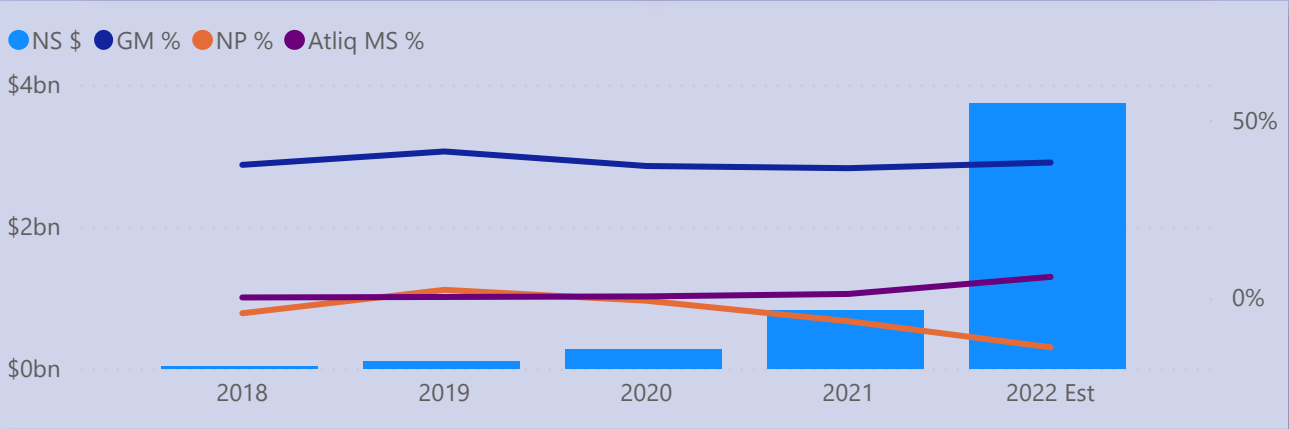
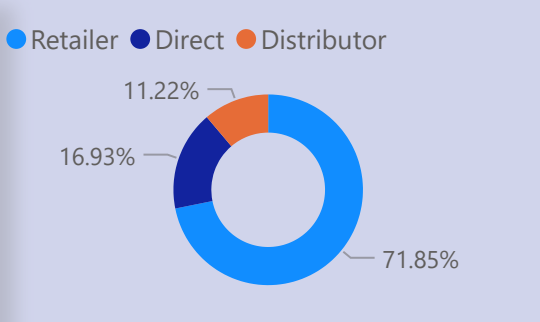


EI: Excess Inventory OOS: Out of Stock

Revenue by Division



Revenue by Channel



Top 5 Customers by Revenue

customer	RC %	GM %
AltiQ Exclusive	8.4%	46.10% ↓
Amazon	13.2%	35.40% ↓
Atliq e Store	8.5%	37.54%
Flipkart	3.1%	30.23% ↓
Sage	3.3%	35.16%
Total	36.5%	37.90%

Top 5 Products by Revenue

product	RC %	GM %
AQ BZ Allin1	4.1%	35.97%
AQ Gen Y	2.9%	36.06%
AQ Maxima	2.7%	36.68% ↓
AQ Qwerty	3.4%	37.09%
AQ Trigger	3.3%	36.89%
Total	16.3%	36.52%