

region, market

customer

segment, categ...

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs
Target

\$3.7bn!

BM: 3.8bn (-1.86%)

Net Sales

38.1%!

BM: 38.34%
(-0.66%)

GM%

-14.0%✓

BM: -14.19%
(+1.47%)

Net Profit %

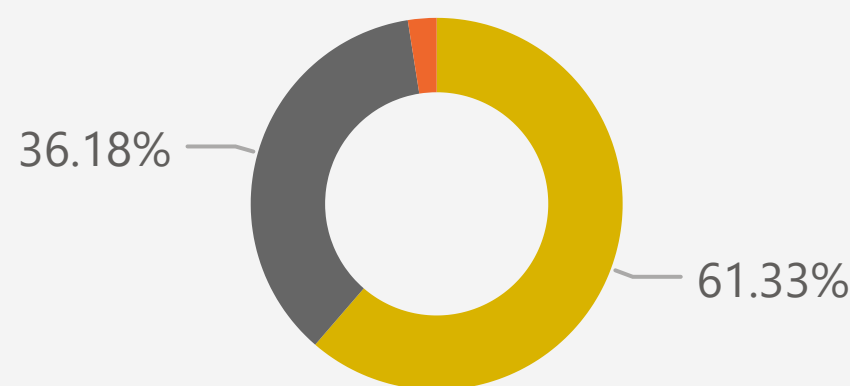
81.17%✓

LY: 80.21% (+1.2%)

Forecast Accuracy

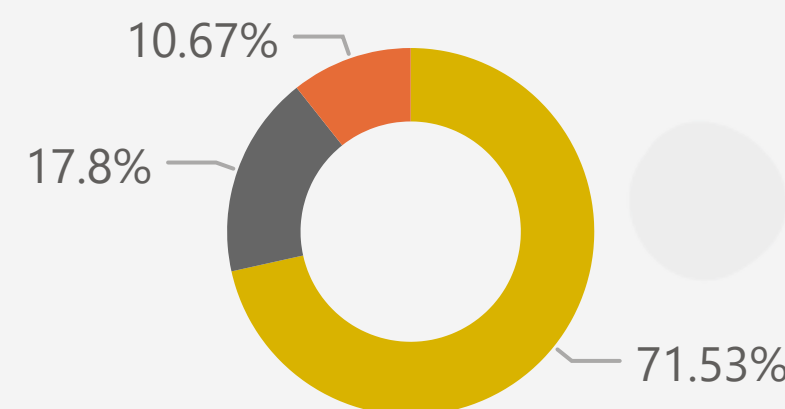
Revenue by Division

● PC ● P & A ● N & S



Revenue by Channel

● Retailer ● Direct ● Distributor

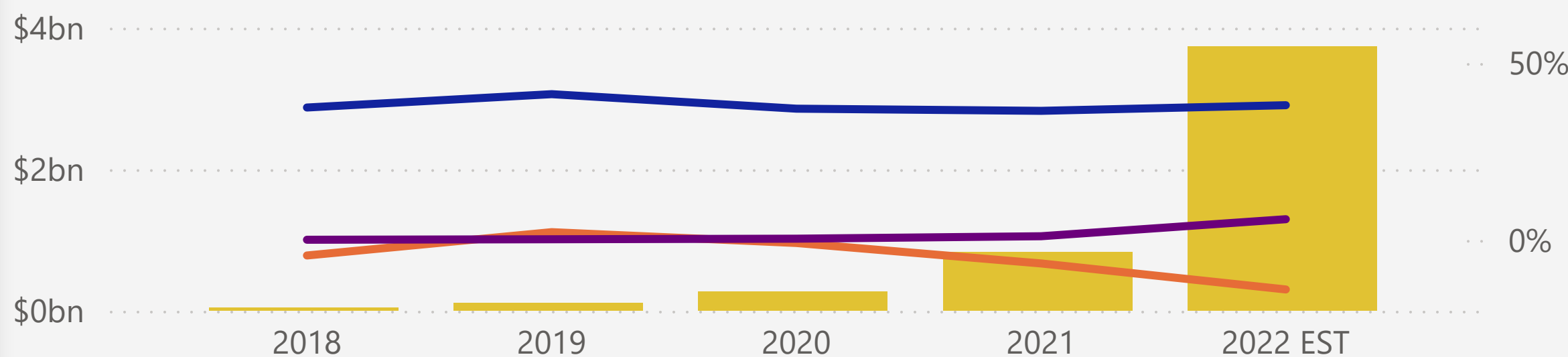


Key Insights by Sub Zone

Sub Zone	NS \$	RC %	GM %	Synaptic MS %	Net Profit %	Net Error %	Risk
LATAM	\$14.82M	0.4%	35.0%	0.3%	-2.9%	3%	EI
SE	\$317.78M	8.5%	37.0%	16.4%	-4.0%	-55%	OOS
ROA	\$788.66M	21.1%	34.2%	8.3%	-6.3%	-5%	OOS
ANZ	\$189.78M	5.1%	43.5%	1.4%	-7.4%	-38%	OOS
NA	\$1,022.09M	27.4%	45.0%	4.9%	-14.2%	14%	EI
NE	\$457.71M	12.3%	32.8%	6.8%	-18.1%	-5%	OOS
India	\$945.34M	25.3%	35.8%	13.3%	-23.0%	-24%	OOS
Total	\$3,736.17M	100.0%	38.1%	5.9%	-14.0%	-9%	OOS

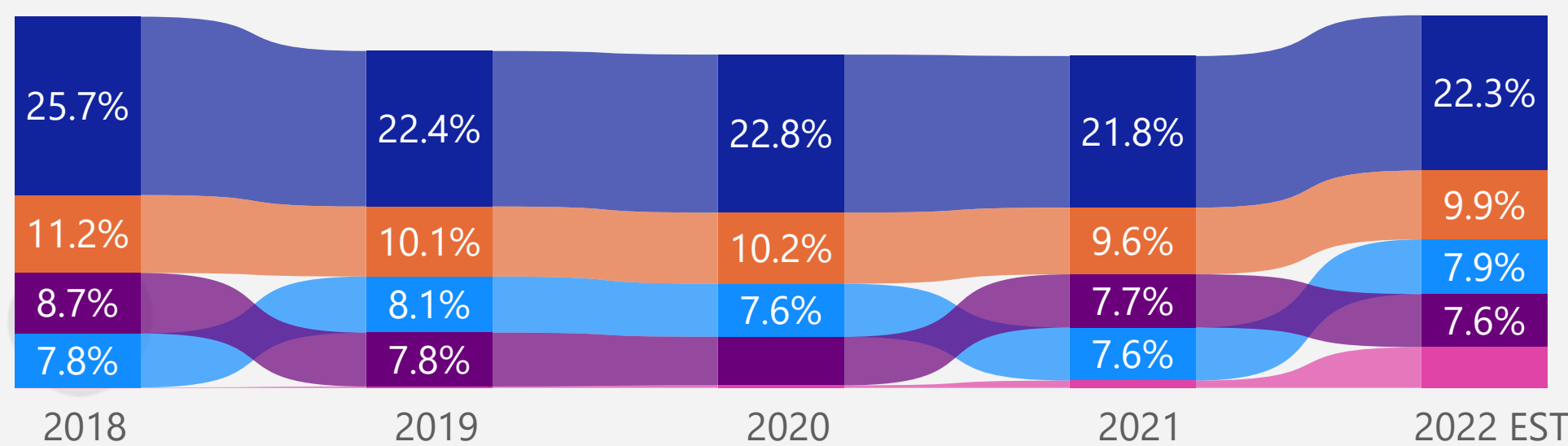
Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share%

● NS \$ ● GM % ● Net Profit % ● Synaptic MS %



PC Market Share Trend - Synaptic & Competitors

manufacturer ● bp ● dale ● innovo ● pacer ● synaptic



Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.8%
Flipkart	3.7%	42.1%
Sage	3.4%	31.5%
Synaptic e Store	8.1%	36.9%
Synaptic Exclusive	9.7%	46.0%
Total	38.2%	39.2%

Top 5 Products by Revenue

product	RC %	GM %
AQ Smash 2	4.1%	37.4%
AQ Smash 1	3.8%	37.4%
AQ HOME Allin1 Gen 2	5.7%	38.1%
AQ Home Allin1	4.1%	38.7%
AQ B7 Allin1 Gen 2	5.10%	38.50%
Total	23.2%	38.1%

BM = Benchmark ; LY = Last Year ; EI = Excess Inventory ; OOS = Out of Stock