# SYNAPTIQ

## Customer Performance

| customer | NS $ | GM $ | GM % |
|---|---|---|---|
| Amazon | $496.88M | 182.77M | 36.8% |
| Synaptic Exclusive | $361.12M | 166.15M | 46.0% |
| Synaptic e Store | $304.10M | 112.15M | 36.9% |
| Flipkart | $138.49M | 58.37M | 42.1% |
| Neptune | $105.69M | 49.36M | 46.7% |
| Sage | $127.86M | 40.31M | 31.5% |
| Leader | $117.32M | 36.02M | 30.7% |
| walmart | $72.41M | 33.06M | 45.7% |
| Ebay | $91.60M | 33.06M | 36.1% |
| Acclaimed Stores | $73.36M | 29.58M | 40.3% |
| Path | $59.32M | 25.81M | 43.5% |
| Electricalslytical | $68.05M | 25.34M | 37.2% |
| Staples | $64.20M | 24.99M | 38.9% |
| Circuit City | $52.42M | 24.51M | 46.8% |

## Performance Matrix

### NS $, GM % and NS $ by customer and region

region: ● APAC ● EU

10%

Labels: Flawless Stores, Ot…, Billa, Notebillig, Digimarket, Novus

GM % axis: 24%, 23%, 22%, 21%
NS $ axis: $0M, $10M, $20M, $30M, $40M
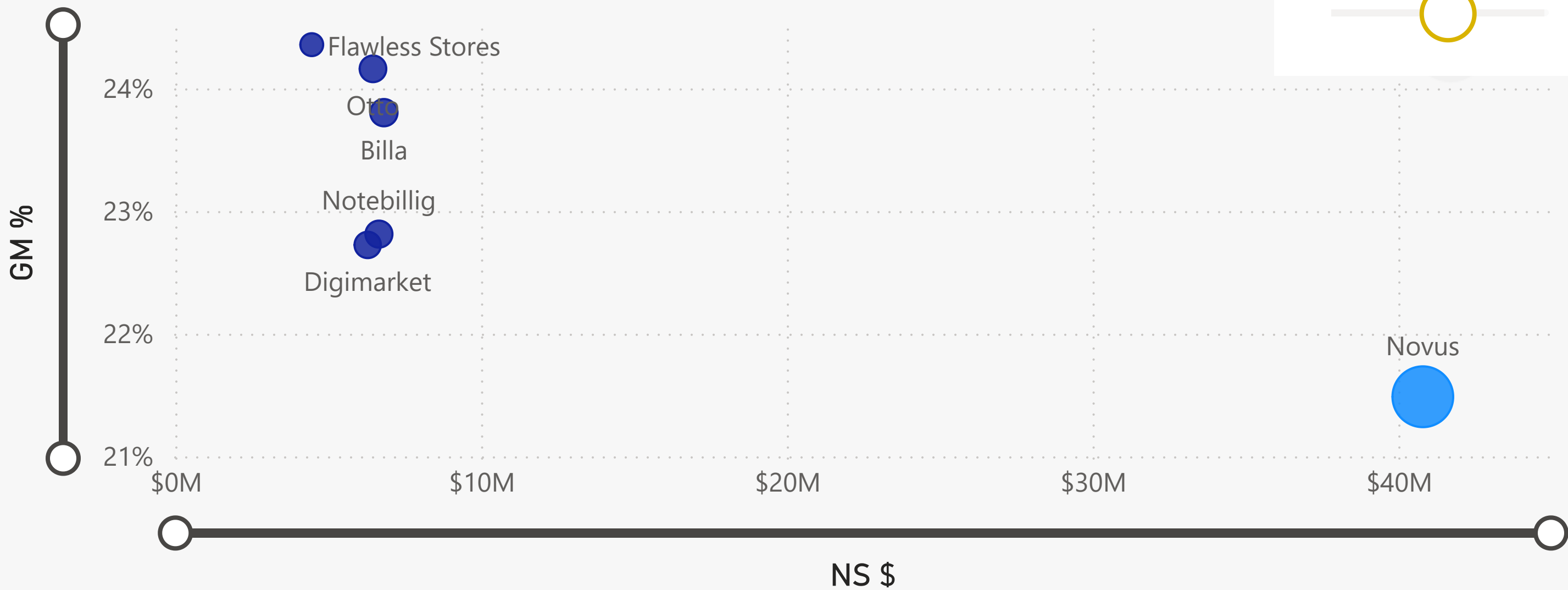
## Product Performance

| segment | NS $ | GM $ | GM % |
|---|---|---|---|
| ⊞ Accessories | $454.10M | 172.61M | 38.0% |
| ⊞ Desktop | $711.08M | 272.39M | 38.3% |
| ⊞ Networking | $38.43M | 14.78M | 38.5% |
| ⊞ Notebook | $1,580.43M | 600.96M | 38.0% |
| ⊞ Peripherals | $897.54M | 341.22M | 38.0% |
| ⊞ Storage | $54.59M | 20.93M | 38.3% |
| **Total** | **$3,736.17M** | **1,422.88M** | **38.1%** |

## Unit Economics

● Pre Invoice Deduction ● Total Post Invoi… ● Net Sales

1.91K (25.87%)
3.74K (50.69%)
1.73K (23.43%)

● Total COGS ● Gross Margin

1.42K (38.08%)
2.31K (61.92%)
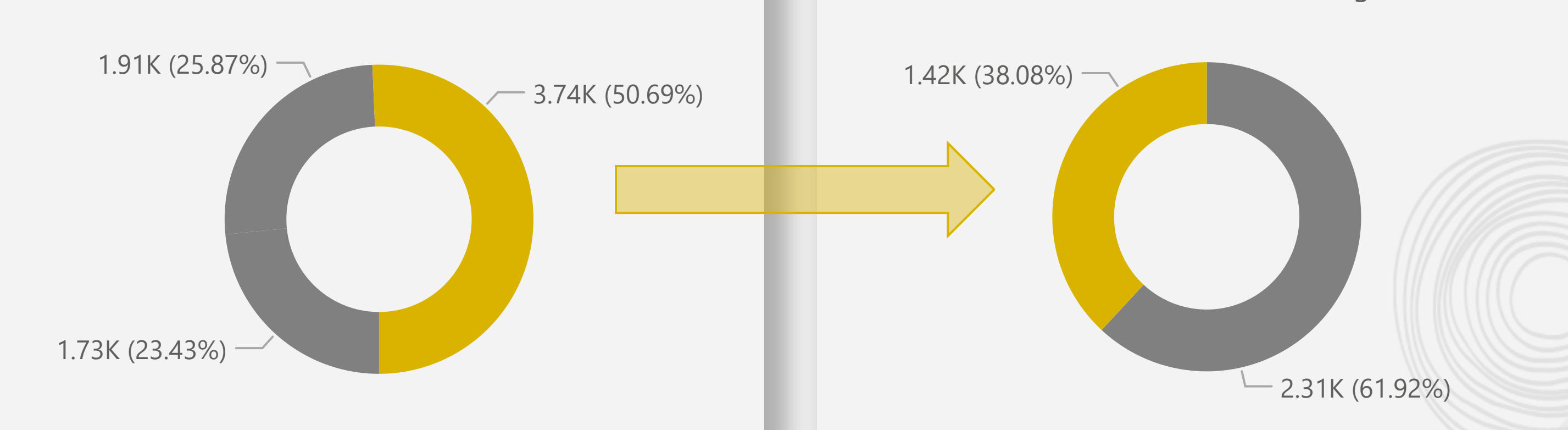
*BM = Benchmark ; LY = Last Year ; GM = Gross Margin ; NS = Net Sales*