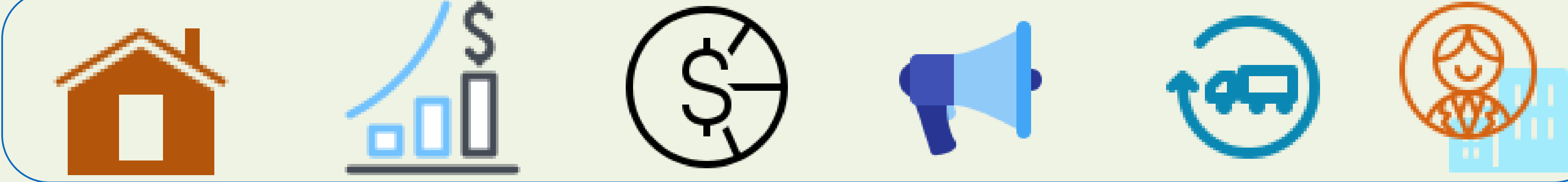




AtliQ Hardware
Marketing View



Region, Market

All

Customer

All

Segment, Category

All

Fiscal Year

2018

2019

2020

2021

2022 Est

Quarters

Q1

Q2

Q3

Q4

YTD YTG

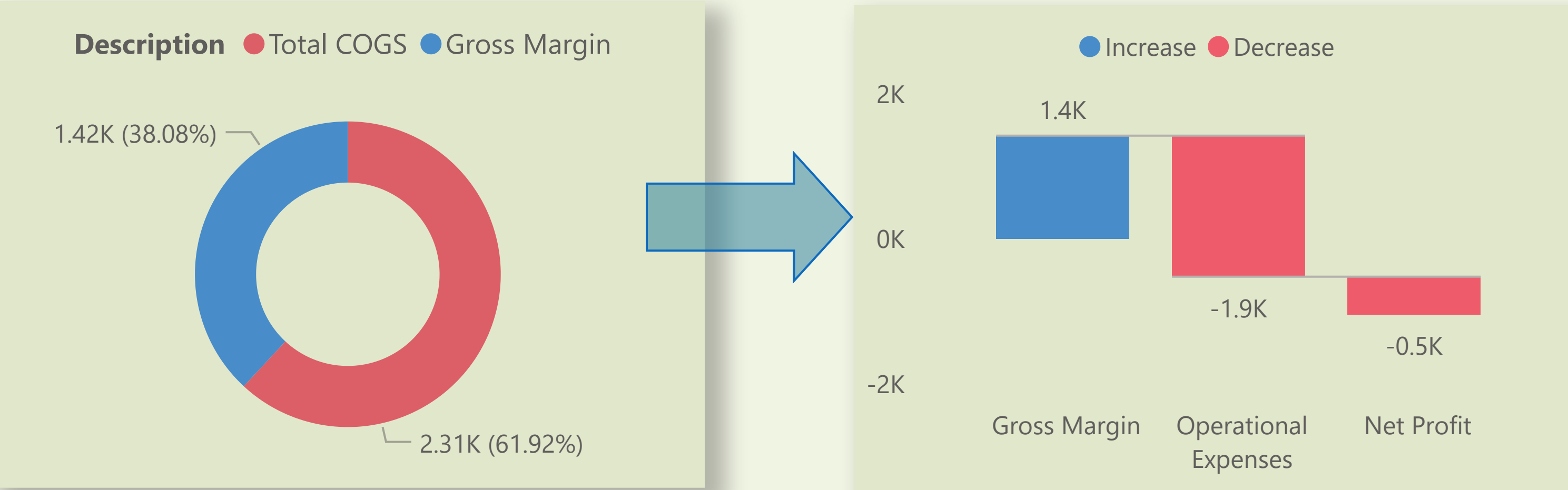
YTD

YTG

Product Performance

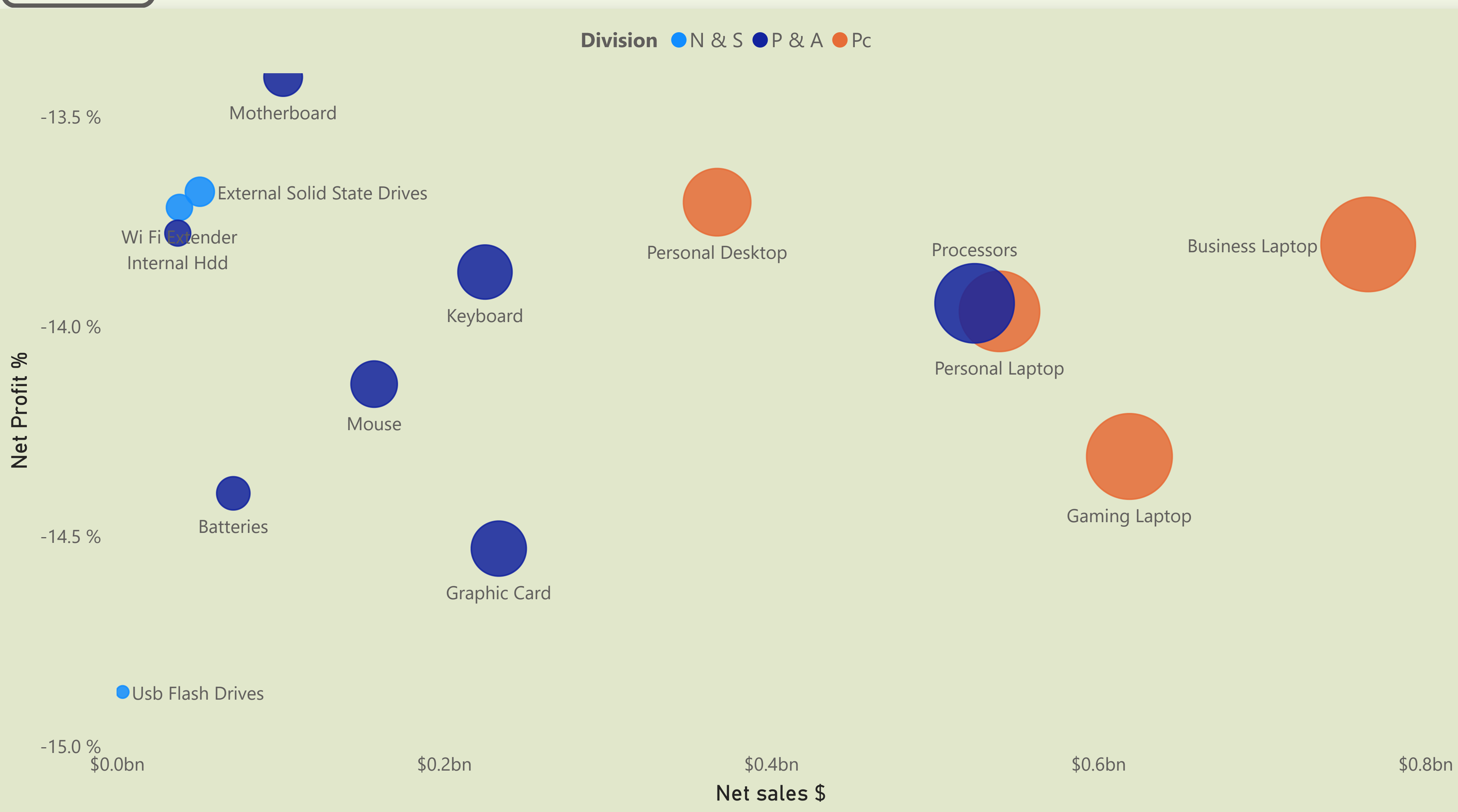
Segment	Net sales \$	Gross margin \$	Gross margin %	Net Profit \$	Net Profit %
<div>[-] Networking</div>	\$38.43M	14.78M	38.45 %	-5.27M	-13.72 %
<div>[+] Wi Fi Extender</div>	\$38.43M	14.78M	38.45 %	-5.27M	-13.72 %
<div>[-] Storage</div>	\$54.59M	20.93M	38.33 %	-7.51M	-13.76 %
<div>[+] External Solid State Drives</div>	\$50.90M	19.55M	38.41 %	-6.96M	-13.68 %
<div>[+] Usb Flash Drives</div>	\$3.69M	1.38M	37.22 %	-0.55M	-14.87 %
<div>[-] Desktop</div>	\$711.08M	272.39M	38.31 %	-97.79M	-13.75 %
<div>[+] Personal Desktop</div>	\$367.18M	140.79M	38.34 %	-50.32M	-13.70 %
<div>[+] Business Laptop</div>	\$343.89M	131.60M	38.27 %	-47.47M	-13.80 %
<div>[-] Notebook</div>	\$1,580.43M	600.96M	38.03 %	-222.16M	-14.06 %
<div>[+] Business Laptop</div>	\$421.35M	161.27M	38.27 %	-58.17M	-13.80 %
<div>[+] Personal Laptop</div>	\$539.83M	205.84M	38.13 %	-75.38M	-13.96 %
<div>[+] Gaming Laptop</div>	\$619.25M	233.85M	37.76 %	-88.61M	-14.31 %
<div>[-] Peripherals</div>	\$897.54M	341.22M	38.02 %	-125.91M	-14.03 %
<div>[+] Motherboard</div>	\$101.84M	39.40M	38.69 %	-13.65M	-13.41 %
<div>[+] Internal Hdd</div>	\$37.41M	14.33M	38.30 %	-5.15M	-13.78 %
<div>[+] Processors</div>	\$524.59M	199.79M	38.08 %	-73.15M	-13.94 %
<div>[+] Graphic Card</div>	\$233.69M	87.70M	37.53 %	-33.95M	-14.53 %
<div>[-] Accessories</div>	\$454.10M	172.61M	38.01 %	-63.78M	-14.05 %
<div>[+] Keyboard</div>	\$225.25M	85.98M	38.17 %	-31.24M	-13.87 %
Total	\$3,736.17M	1,422.88M	38.08 %	-522.42M	-13.98 %

Unit Economics



Unit Economics

Show GM %



Region/Market/Customer Performance

Region	Net sales \$	Gross margin \$	Gross margin %	Net Profit \$	Net Profit %
<div>[-] APAC</div>	\$1,923.77M	690.21M	35.88 %	-281.16M	-14.62 %
<div>[-] EU</div>	\$775.48M	267.80M	34.53 %	-95.52M	-12.32 %
<div>[-] LATAM</div>	\$14.82M	5.19M	35.02 %	-0.44M	-2.95 %
<div>[-] NA</div>	\$1,022.09M	459.68M	44.97 %	-145.31M	-14.22 %
Total	\$3,736.17M	1,422.88M	38.08 %	-522.42M	-13.98 %