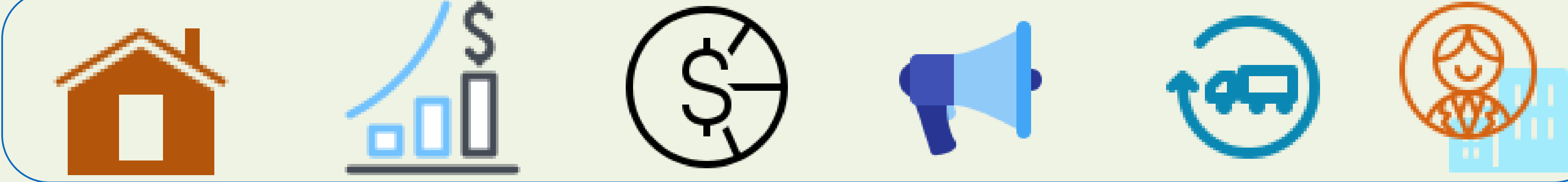




AtliQ Hardware

Executive View



vs LY

vs Target

Region, Market

All

Customer

All

Segment, Category

All

Fiscal Year

2018

2019

2020

2021

2022 Est

Quarters

Q1

Q2

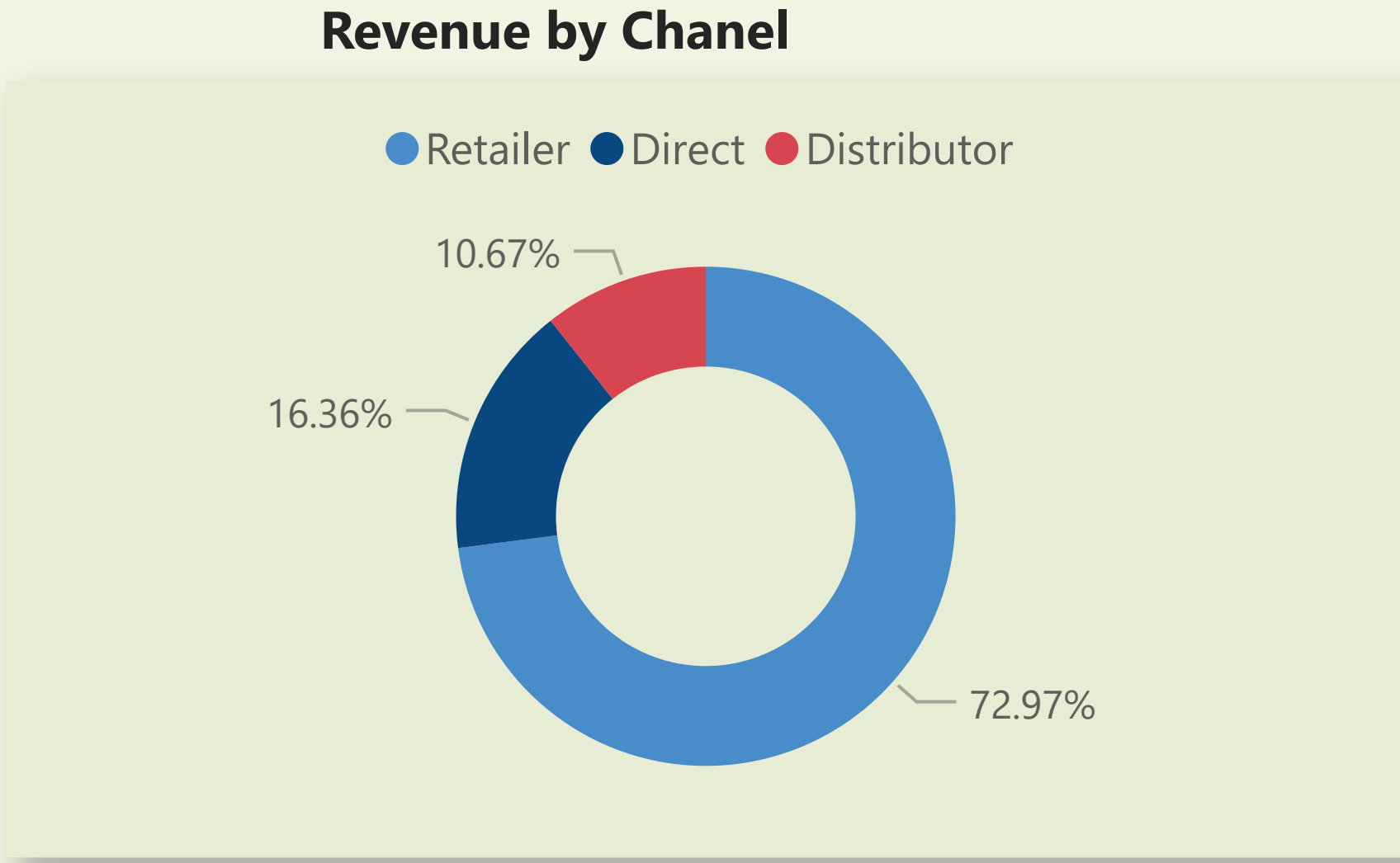
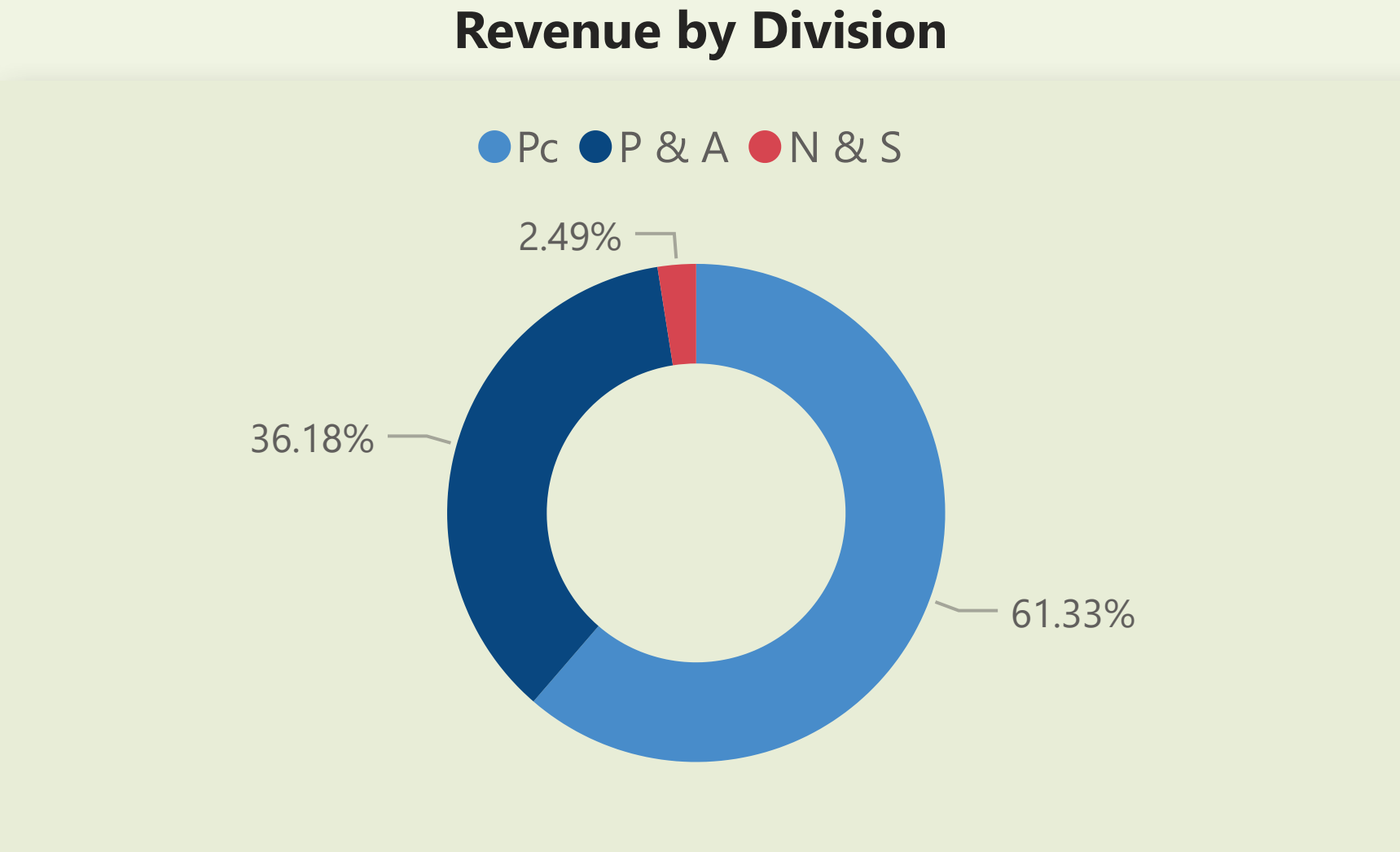
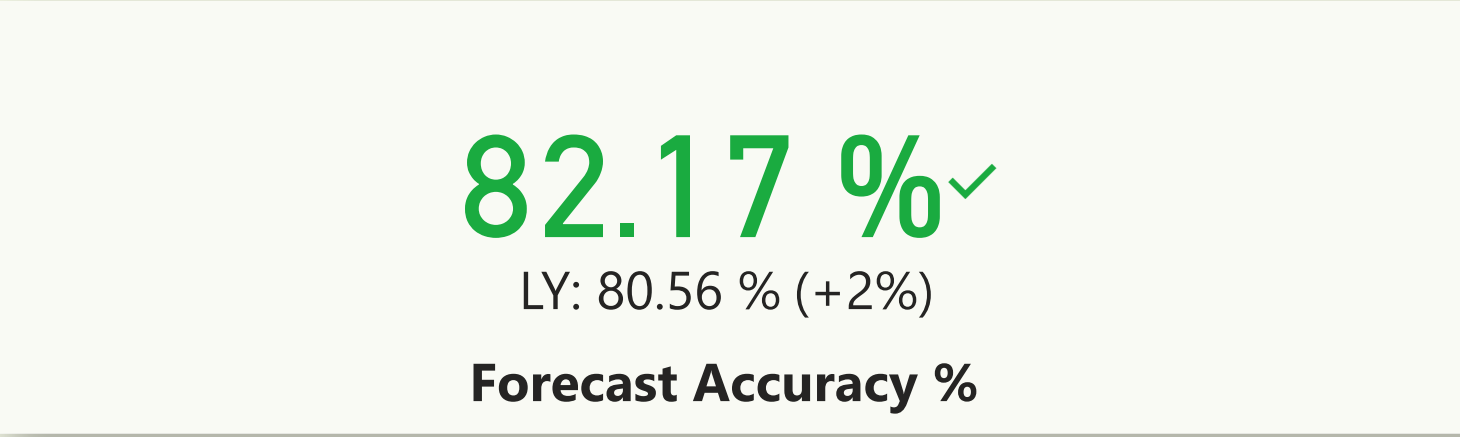
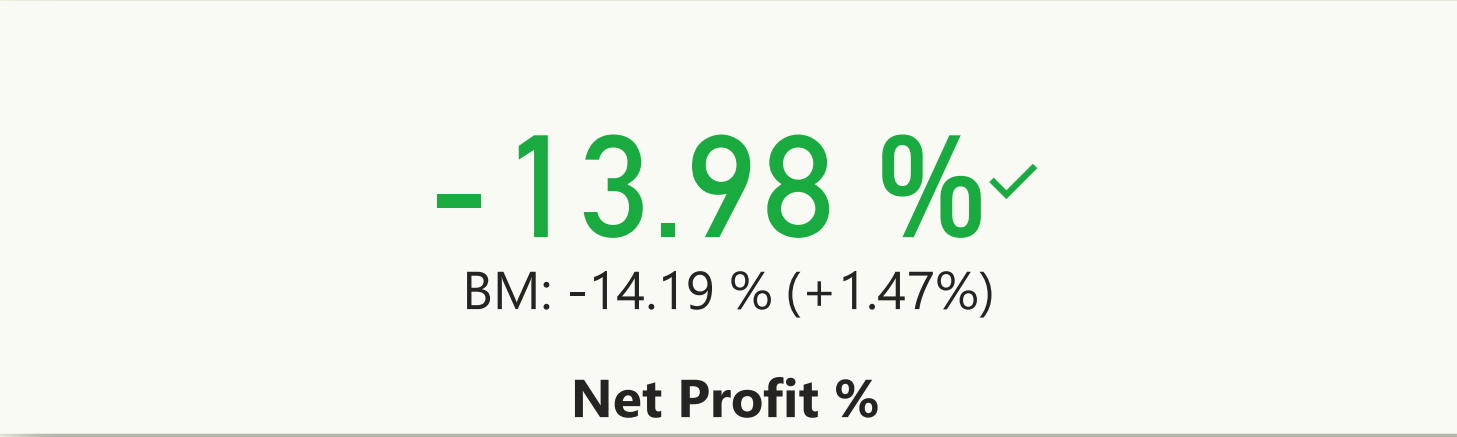
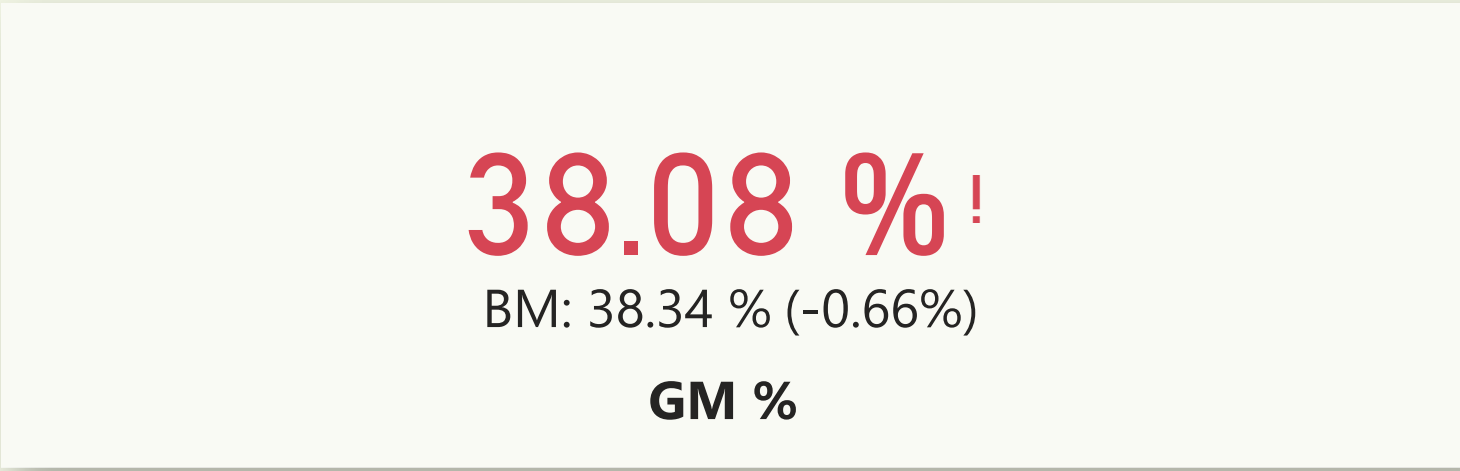
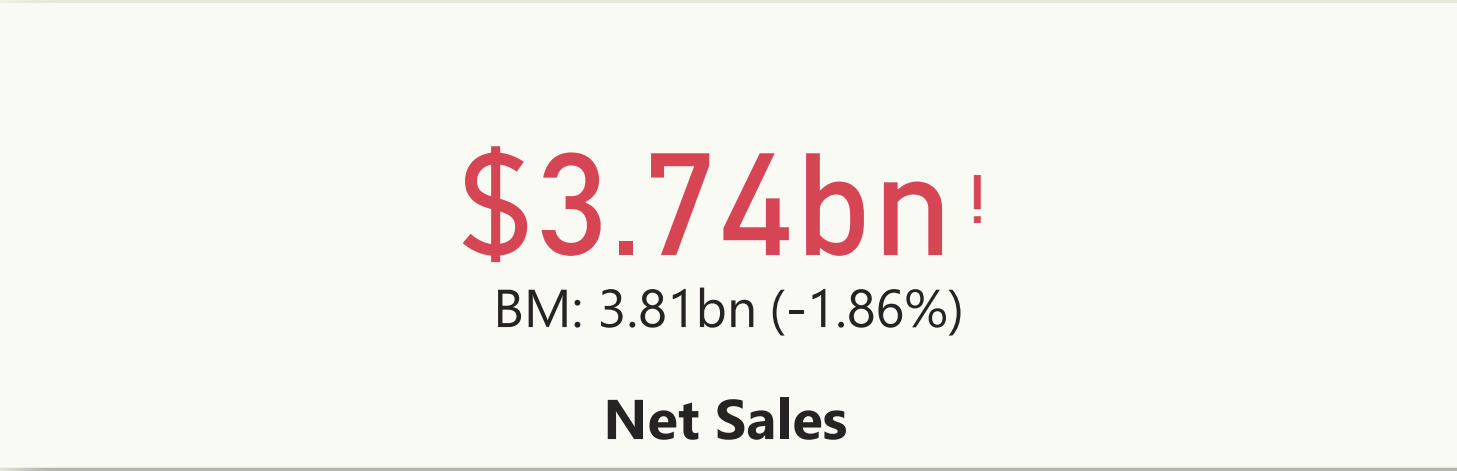
Q3

Q4

YTD YTG

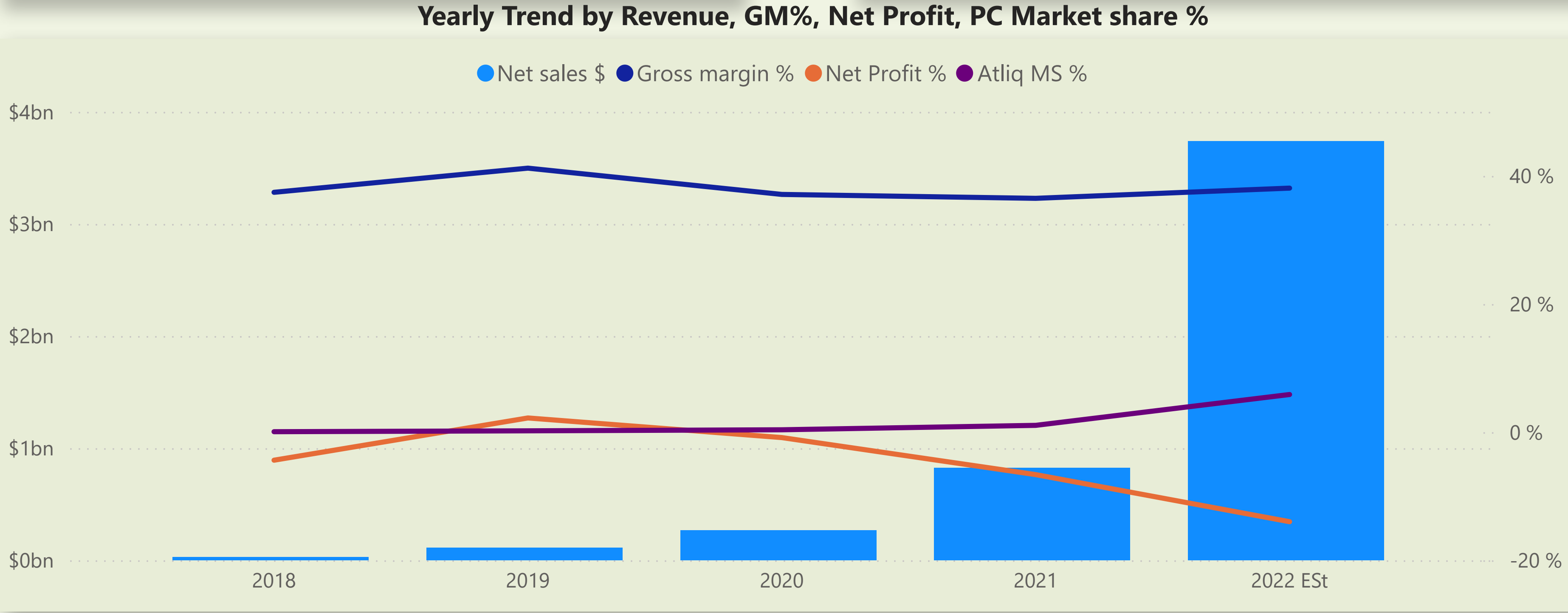
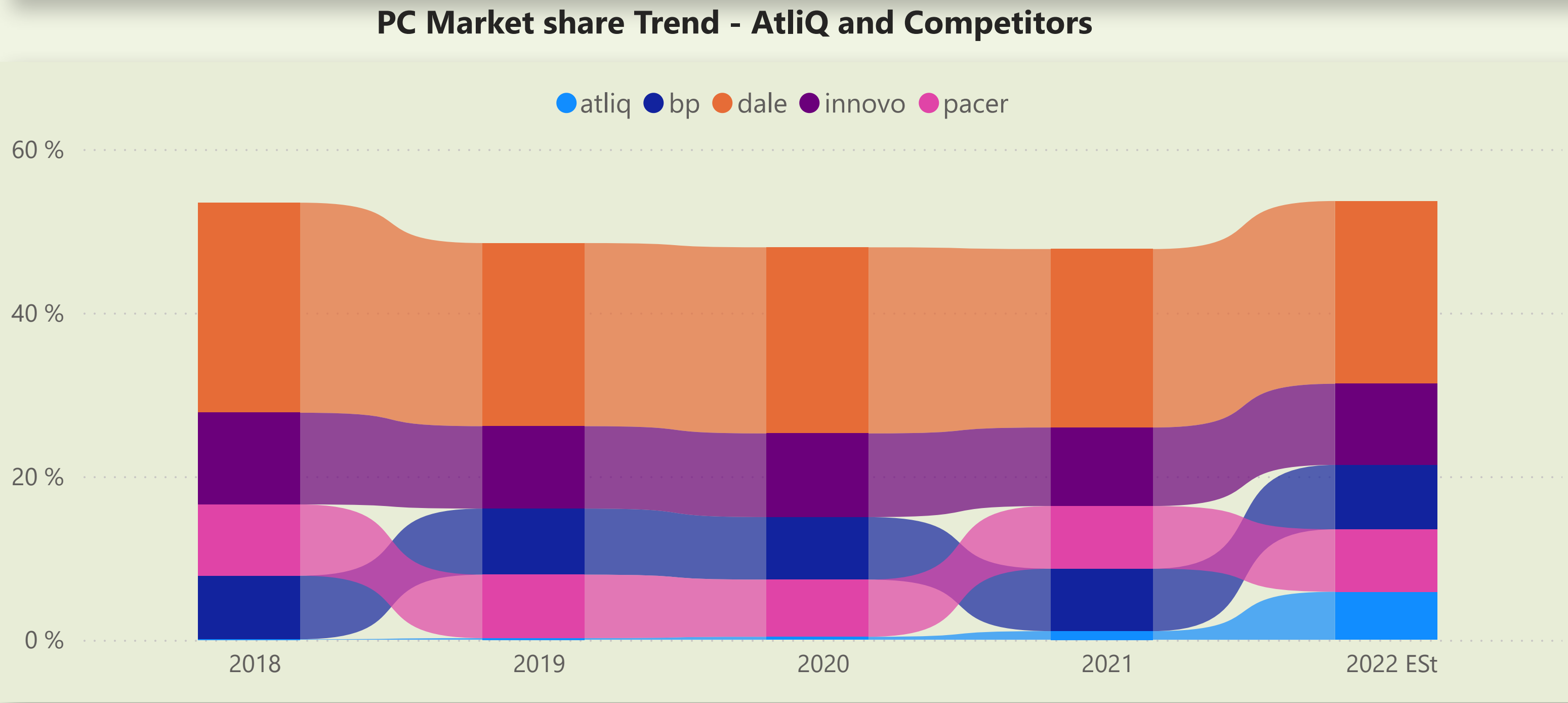
YTD

YTG



Key Insight by Sub Zone

Sub_zone	Net sales \$	RC %	Gross margin %	Net Profit %	Atliq MS %	Net Error %	Risk
LATAM	\$14.82M	0.40 %	35.02 %	↓ -2.95 %	0.28 %	3.37 %	EI
SE	\$317.78M	8.51 %	37.03 %	↓ -4.00 %	16.40 %	-55.47 %	OOS
ROA	\$788.66M	21.11 %	34.19 %	↓ -6.32 %	8.32 %	-4.56 %	OOS
ANZ	\$189.78M	5.08 %	43.50 %	↓ -7.39 %	1.36 %	-37.61 %	OOS
NA	\$1,022.09M	27.36 %	44.97 %	↓ -14.22 %	4.87 %	14.35 %	EI
NE	\$457.71M	12.25 %	32.80 %	↓ -18.09 %	6.80 %	-4.56 %	OOS
India	\$945.34M	25.30 %	35.75 %	↓ -22.99 %	13.26 %	-24.37 %	OOS
Total	\$3,736.17M	100.00 %	38.08 %	↓ -13.98 %	5.87 %	-9.48 %	OOS



Top/Bottom Customer By Net Sales

Customer	RC %	Gross margin %
Altliq Exclusive	8.22 %	47.22 %
Amazon	13.30 %	36.78 % ↓
Atliq E Store	8.14 %	36.88 % ↓
Flipkart	3.71 %	42.14 %
Sage	3.42 %	31.53 % ↓
Total	36.79 %	39.19 %

Top/Bottom Product By Net Sales

Product	RC %	Gross margin %
Aq Bz Allin1 Gen 2	5.42 %	38.51 %
Aq Home Allin1	4.13 %	38.71 %
Aq Home Allin1 Gen 2	5.70 %	38.08 % ↓
Aq Smash 1	3.81 %	37.43 % ↓
Aq Smash 2	4.13 %	37.40 % ↓
Total	23.19 %	38.06 %

• BM= Benchmark, LY= Last Year, EI = Excess Inventory, OOS= Out of Stock, RC = Revenue Contribution, MS = Market Share