



region, market

All

customer

All

segment, cat...

All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

vs LY

vs  
Target

\$3,736.17M✓

BM: 82,384.90M%

(+353.5%)

Net Sales

37.88%✓

BM: 0.36 (+4.43%)

GM %

-14.19%!

BM: -0.07 (-107.06%)

Net Profit %

81.17%✓

LY: 0.80 (+1.2%)

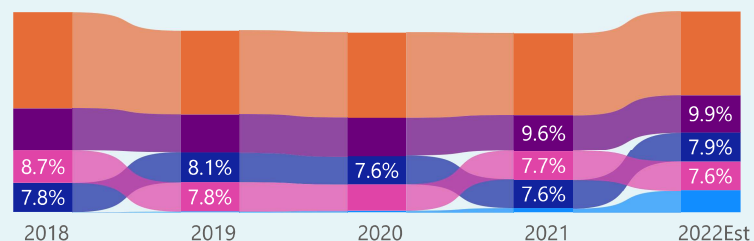
Forecast Accuracy

## Key Insight By Sub Zone

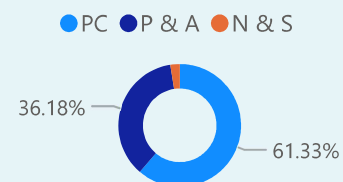
Sub_Zone	NS \$	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
SE	\$317.8M	8.5%	36.8%	↓ -4.3%	16.40%	-55.47%	OOS
ANZ	\$189.8M	5.1%	43.3%	↓ -7.6%	1.36%	-37.61%	OOS
India	\$945.3M	25.3%	35.6%	↓ -23.1%	13.26%	-24.37%	OOS
ROA	\$788.7M	21.1%	34.0%	↓ -6.5%	8.32%	-4.56%	OOS
NE	\$457.7M	12.3%	32.5%	↓ -18.4%	6.80%	-4.56%	OOS
LATAM	\$14.8M	0.4%	34.8%	↓ -3.2%	0.28%	3.37%	EI
NA	\$1,022.1M	27.4%	44.8%	↓ -14.4%	4.87%	14.35%	EI
Total	\$3,736.2M	100.0%	37.9%	-14.2%	5.87%	-9.48%	OOS

## PC Market Share Trend AtliQ &amp; Competitors

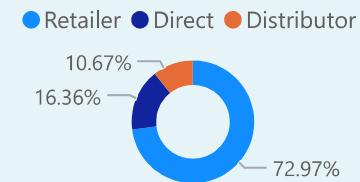
Manufacturer ● atliq ● bp ● dale ● innovo ● pacer



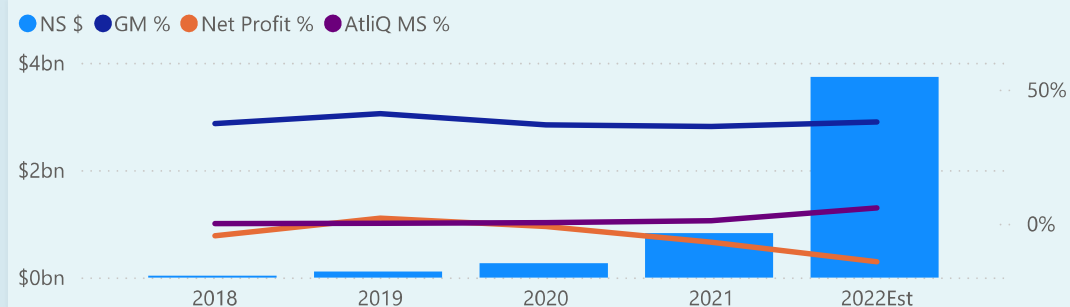
## Revenue By Division



## Revenue By Channel



## Yearly Trend By Revenue, GM%, Net profit %, PC Market Share %



## Top 5 Customer By Revenue

customer	RC %	GM %
Amazon	13.3%	36.59%
Atliq e Store	8.1%	36.67% ↓
Atliq Exclusive	9.7%	45.81%
Flipkart	3.7%	41.97%
Sage	3.4%	31.31% ↓
Total	38.2%	38.98%

## Top 5 Products By Revenue

product	RC %	GM %
AQ BZ Allin1 Gen 2	5.4%	38.31%
AQ Home Allin1	4.1%	38.51%
AQ HOME Allin1 Gen 2	5.7%	37.87%
AQ Smash 1	3.8%	37.22% ↓
AQ Smash 2	4.1%	37.19%
Total	23.2%	37.86%

BM=BenchMark LY=Last Year EI=Excess Inventory OOS=Out Of Stock