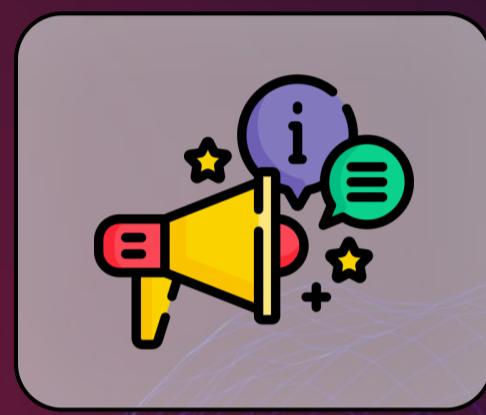




Business Insights 360



Info



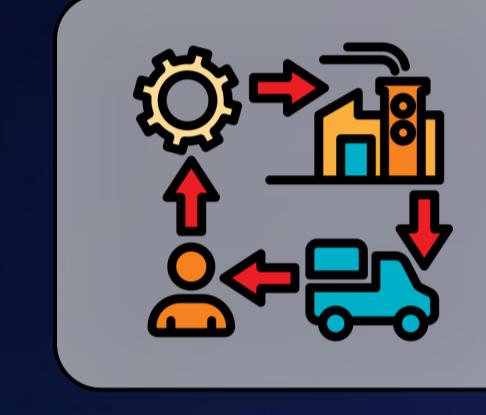
Finance
View



Sales
View



Marketing
View



Supply Chain
View



region, market

All

customer

All

segment, category, ...

All

2018

2019

2020

2021

2022
Est

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales

\$3.74bn
(+353.5%)

Gross Margin %

38.08%
(+4.37%)

Net Profit %

-13.98%
(-110.79%)

Profit and Loss Statement

Line Item

2022 Est

LY

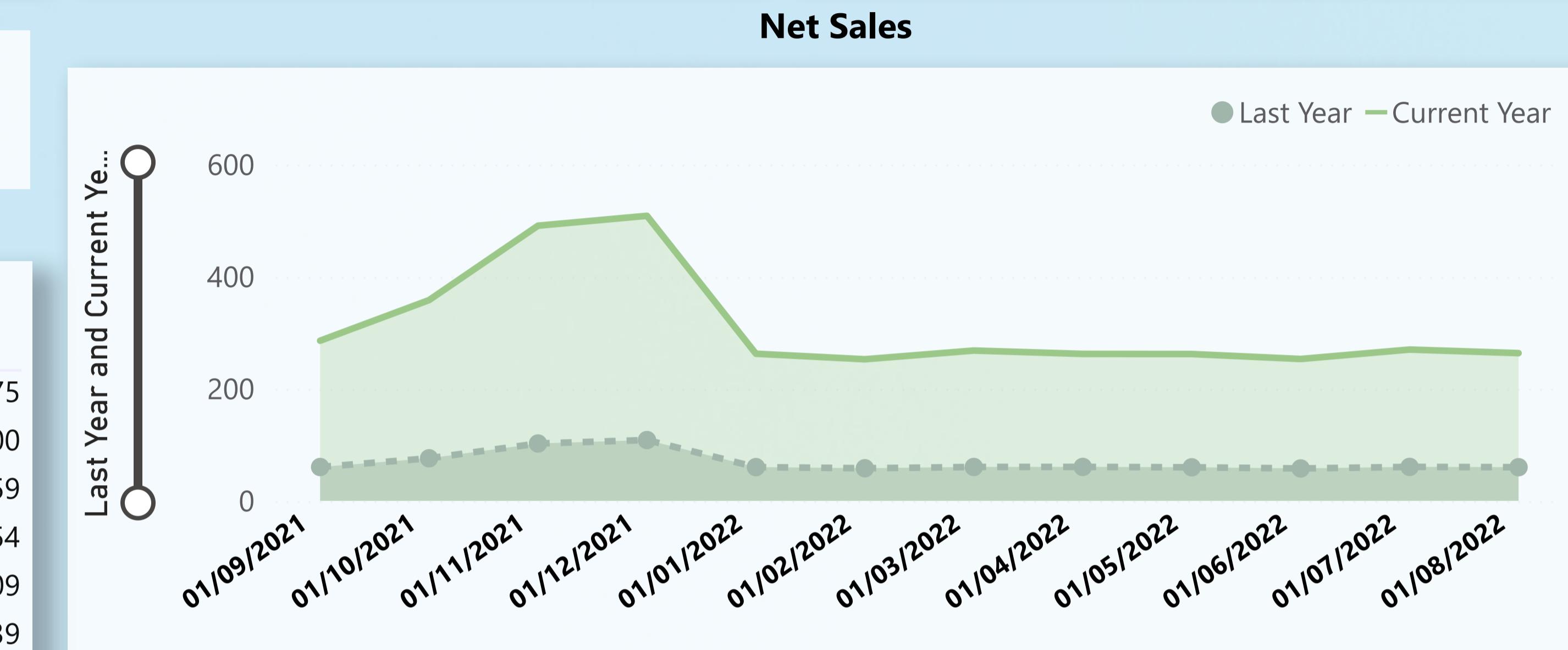
YOY

chg

YOY

chg %

Gross Sales	7,370.14	1,664.64	5,705.50	342.75
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
- Post Discounts	1,243.54	281.64	961.90	341.54
- Post Deductions	663.42	166.65	496.77	298.09
Total Post Invoice Deduction	1,906.95	448.29	1,458.67	325.39
Net Sales	3,736.17	823.85	2,912.32	353.50
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
- Freight Cost	100.49	22.05	78.43	355.64
- Other Cost	15.52	3.39	12.14	358.03
Total COGS	2,313.29	523.22	1,790.07	342.13
Gross Margin	1,422.88	300.63	1,122.25	373.30
Gross Margin %	38.08	36.49	1.59	4.37
GM / Unit	15.76	5.99	9.77	162.95
- Operational Expense	-1,945.3	-355.28	-1,590.0	447.54
	0	2	2	
Net Profit	-522.42	-54.65	-467.77	855.93
Net Profit %	-13.98	-6.63	-7.35	110.79



Top/Bottom products and customer by Net Sales

region	P & L Values	YOY change %
+ APAC	1,923.77	335.27
+ EU	775.48	286.26
+ LATAM	14.82	368.40
+ NA	1,022.09	474.40
Total	3,736.17	353.50

segment	P & L Values	YOY change %
+ Desktop	711.08	1,431.55
+ Notebook	1,580.43	493.06
+ Peripherals	897.54	439.03
+ Accessories	454.10	85.46
+ Storage	54.59	0.32
+ Networking	38.43	-14.89
Total	3,736.17	353.50



region, market
All

customer
All

segment, category
All

2018 2019 2020 2021 2022
Est

Q1 Q2 Q3 Q4

YTD YTG

Net Sales
\$823.85M
(+207.43%)

Gross Margin
\$300.63M
(+202.37%)

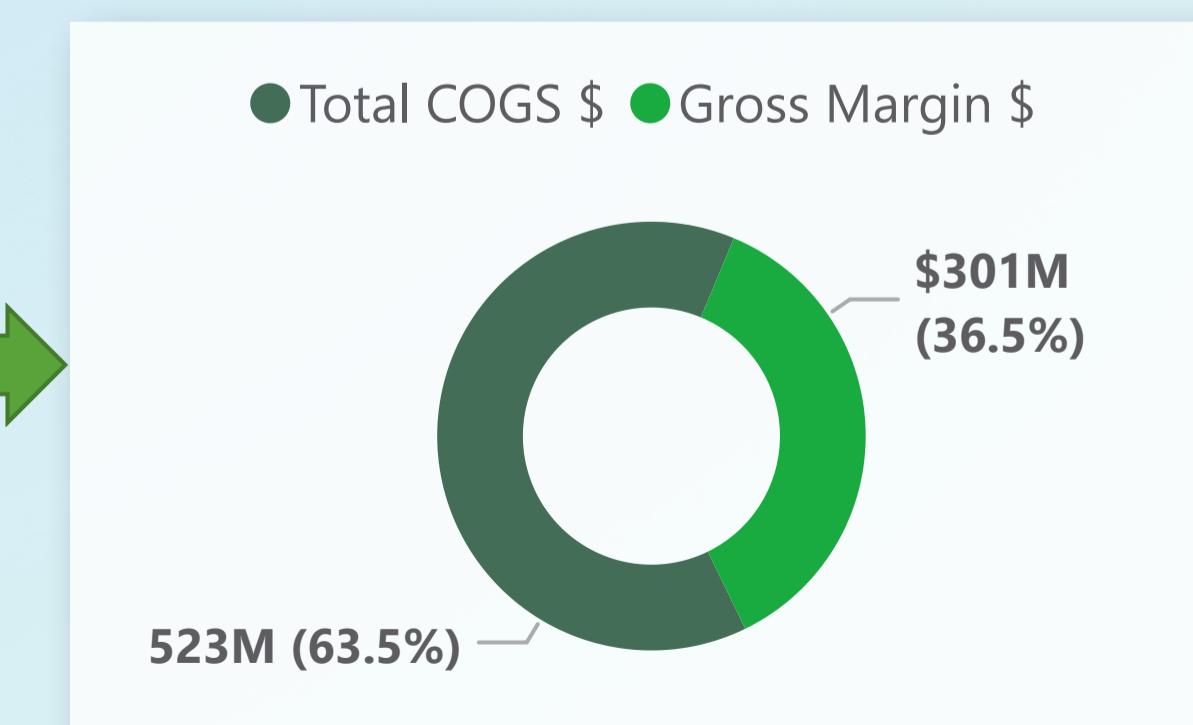
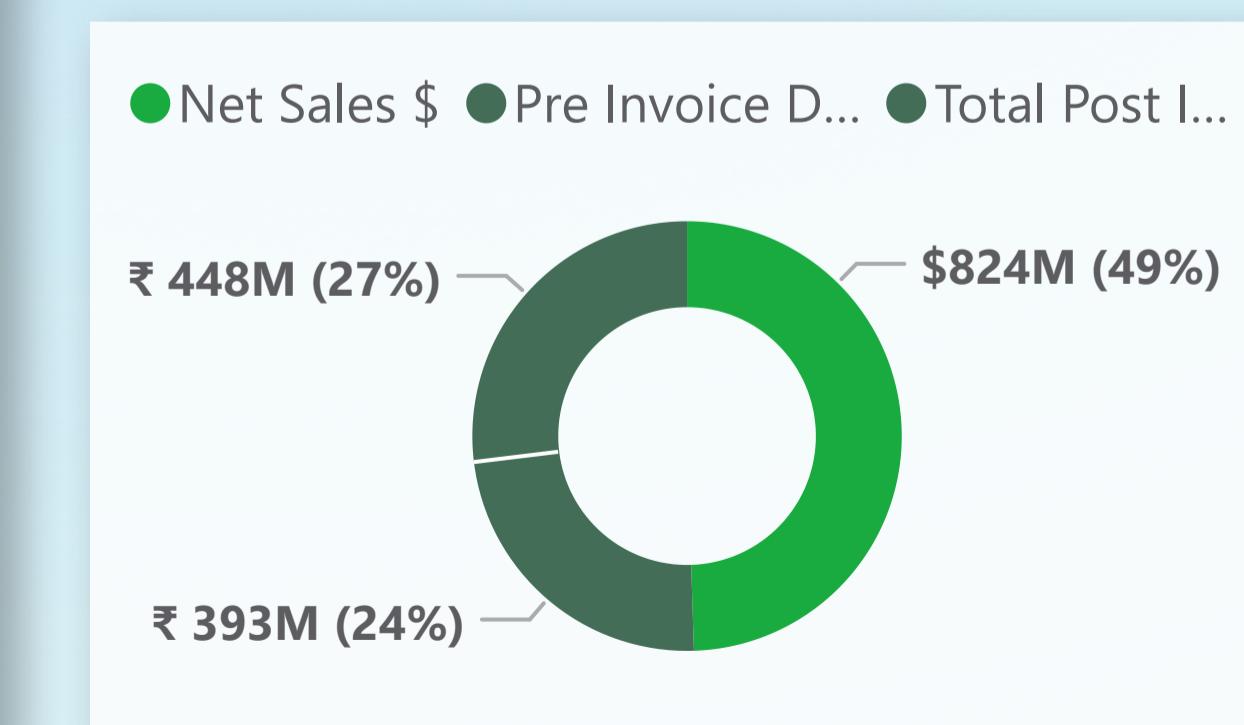
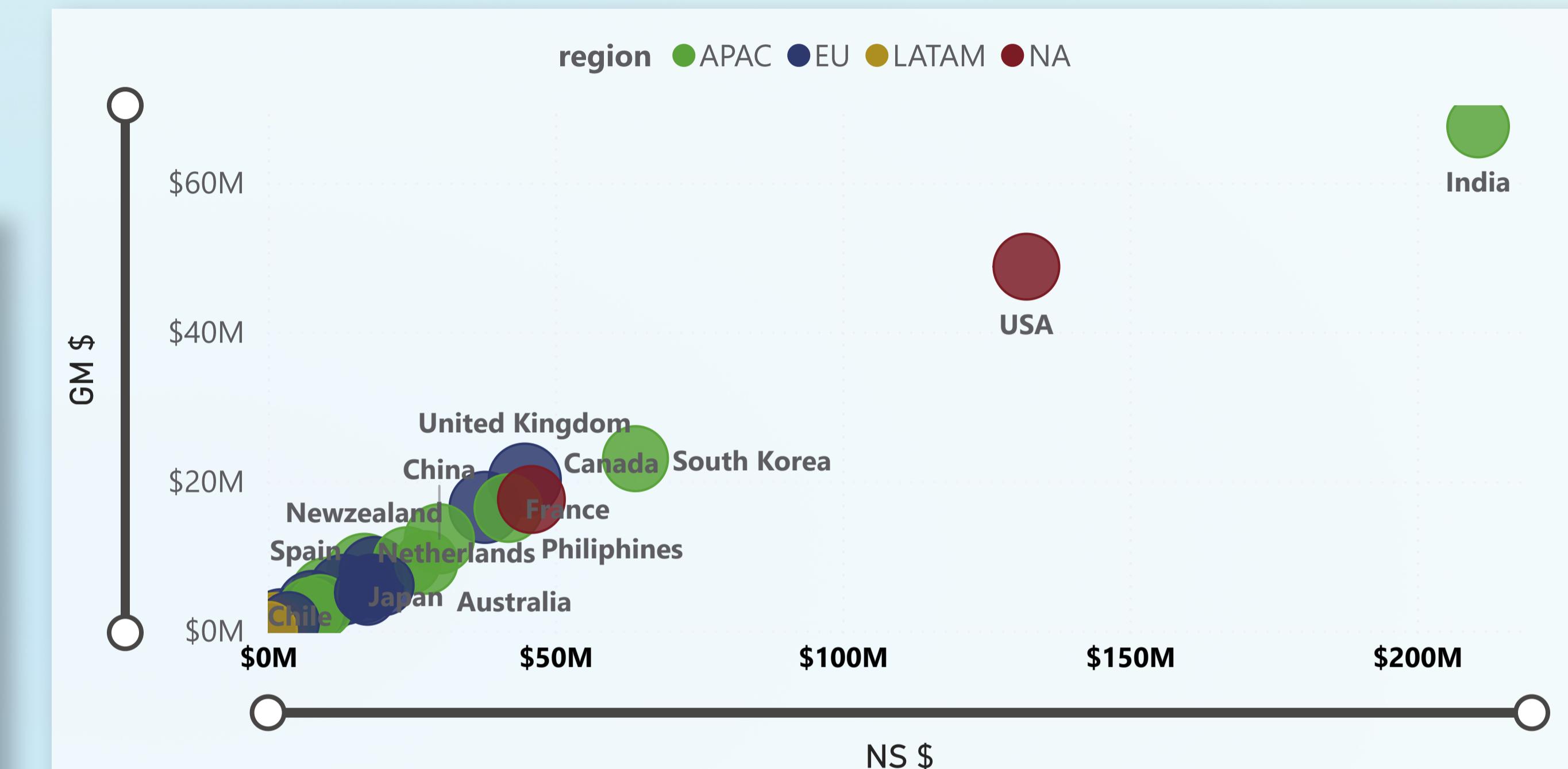
Gross Margin %
36.49%
(-1.65%)

Key Metrics by customer

customer	NS \$	GM \$	GM %
Acclaimed Stores	\$14.32M	\$5.18M	36.18%
All-Out	\$1.06M	\$0.50M	47.53%
AltiQ Exclusive	\$69.15M	\$31.88M	46.10%
Amazon	\$109.03M	\$38.59M	35.40%
Argos (Sainsbury's)	\$2.97M	\$1.05M	35.42%
Atlas Stores	\$4.16M	\$1.68M	40.36%
Atliq e Store	\$70.31M	\$26.40M	37.54%
Atliq Exclusive	\$10.77M	\$3.07M	28.52%
BestBuy	\$8.26M	\$2.97M	35.94%
Billa	\$1.65M	\$0.41M	24.68%
Boulanger	\$5.32M	\$1.55M	29.11%
Chip 7	\$7.23M	\$2.94M	40.71%
Chiptec	\$3.93M	\$1.29M	32.74%
Circuit City	\$8.11M	\$2.59M	31.96%
Control	\$10.10M	\$3.79M	37.57%
Coolblue	\$5.59M	\$2.31M	41.26%
Costco	\$12.19M	\$4.57M	37.49%
Croma	\$9.88M	\$2.60M	26.32%
Currys (Dixons)	\$2.43M	\$0.69M	28.43%

Net sales and Gross Margin by Market and customer

region ● APAC ● EU ● LATAM ● NA





region, market

All

customer

All

segment, catego...

All

2018

2019

2020

2021

2022

Est

Q1

Q2

Q3

Q4

YTD

YTG

Net Sales

\$823.85M
(+207.43%)

Net Profit

(\$54.65M)
(-2286.82%)

Net Profit

-6.63%
(-676.38%)

Product Performance

segment

Notebook

- + Personal Laptop
- + Gaming Laptop
- + Business Laptop

Accessories

- + Keyboard
- + Mouse
- + Batteries

Peripherals

Storage

- + External Solid State Drives
- + USB Flash Drives

Desktop

- + Business Laptop
- + Personal Desktop

Networking

Total

NS \$

GM \$

Net

\$266.49M

\$97.12M

(\$

\$113.07M

\$40.84M

\$78.53M

\$28.92M

\$74.88M

\$27.37M

\$244.85M

\$89.30M

(\$

\$134.14M

\$48.93M

\$103.30M

\$37.68M

\$7.40M

\$2.69M

\$166.51M

\$60.81M

(\$

\$54.42M

\$20.00M

(\$

\$48.87M

\$18.03M

\$5.55M

\$1.97M

\$46.43M

\$16.79M

(\$

\$33.75M

\$12.14M

\$12.68M

\$4.65M

\$45.16M

\$16.60M

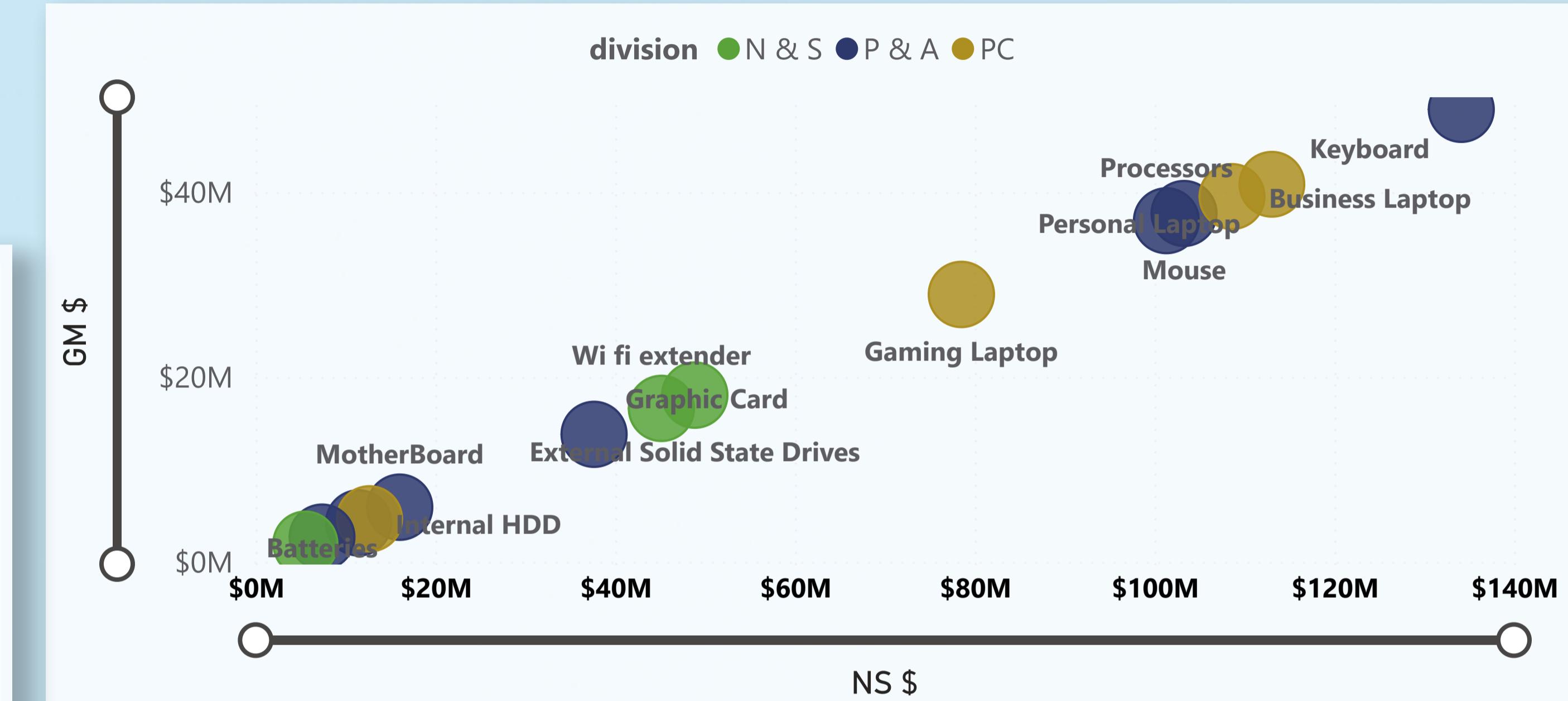
(\$

\$823.85M

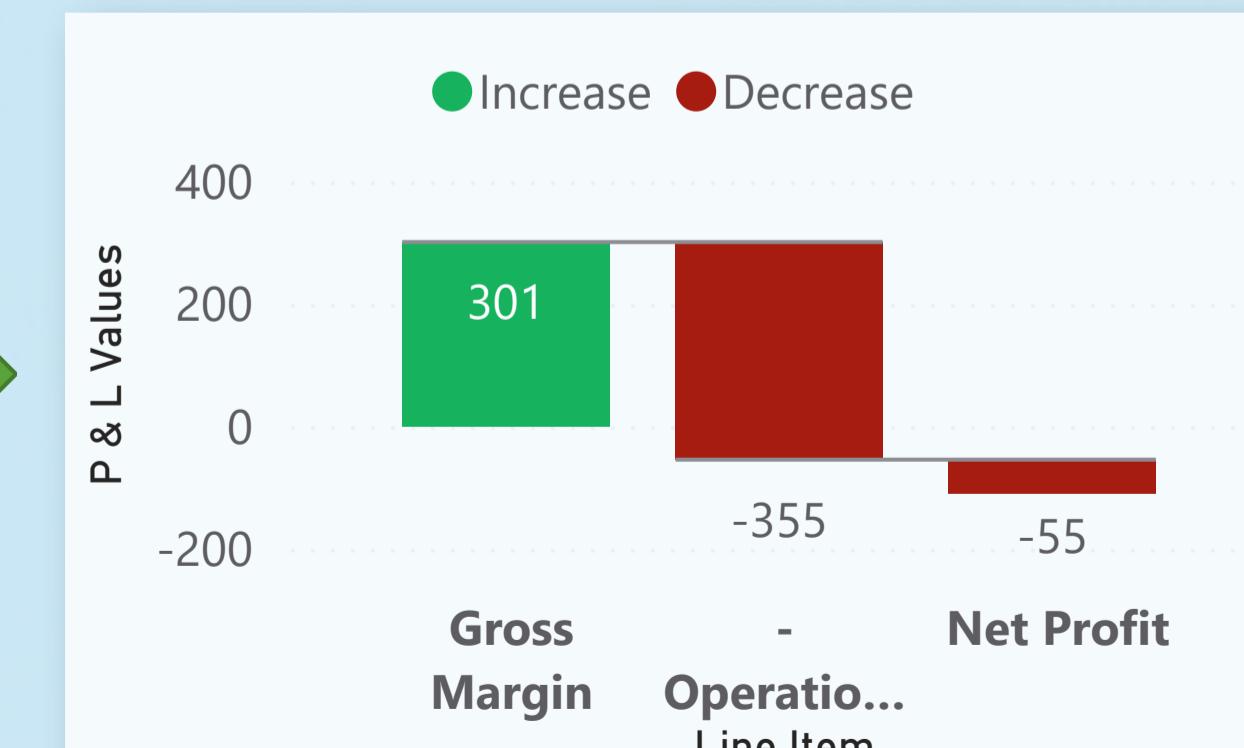
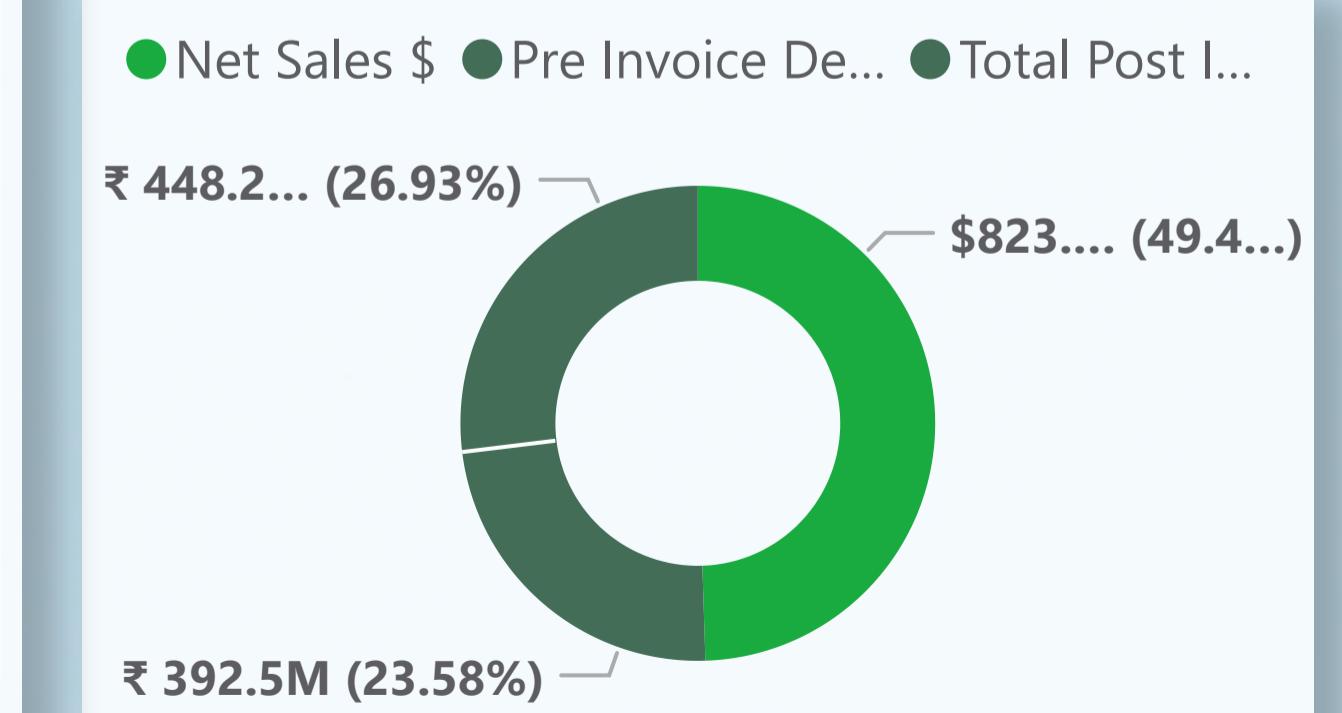
\$300.63M

(\$

Net sales and Gross Margin by Market and customer



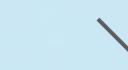
Unit Economics





region, market

All



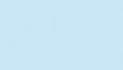
customer

All



segment, catego...

All



2018

2019

2020

2021

2022

Est

Q1

Q2

Q3

Q4

YTD

YTG

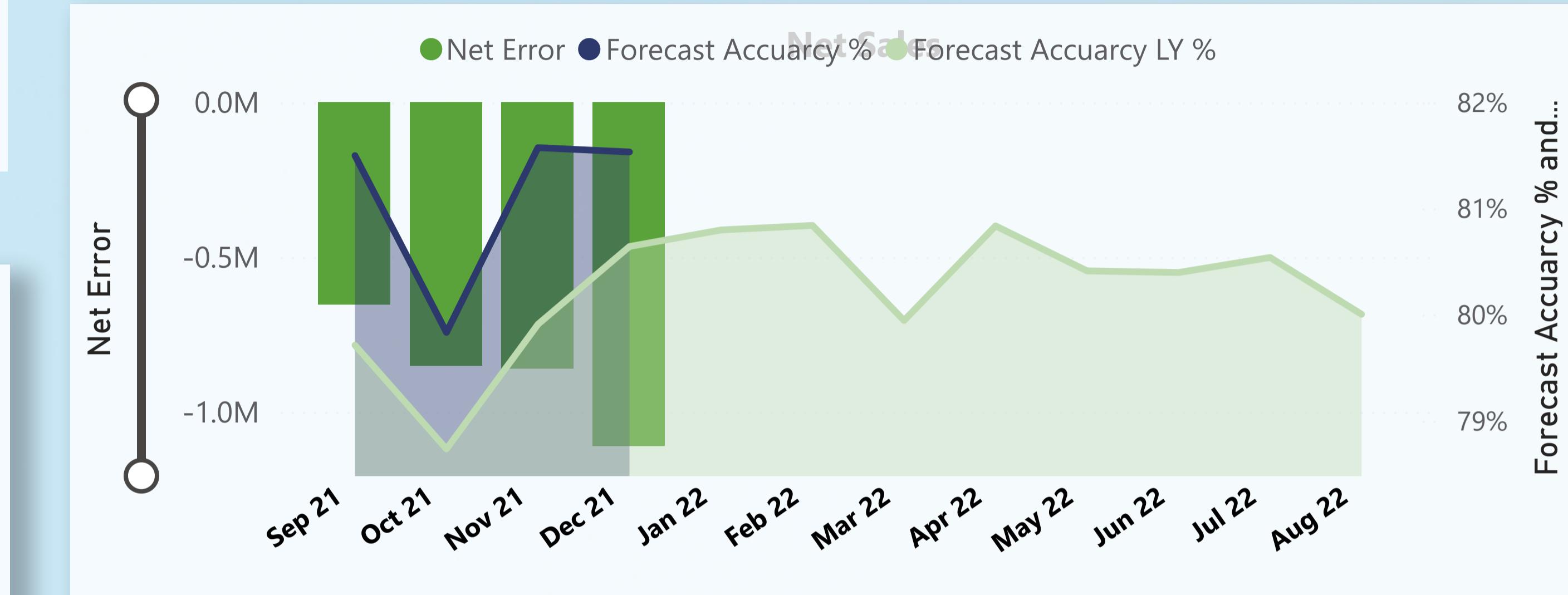
Forecast Accuracy %
81.17%
(+1.2%)

Net Error
-3,472,690
(+361.97%)

ABS Error
6899044
(+29.46%)

Key Metrics by customer

customer	Forecast Accuracy LY %	Forecast Accuracy %	Net Error	Risk M
Unity Stores	44.61%	8.32%	-35,536	out of Stock
Forward Stores	50.76%	10.77%	-109,913	Excessive Inventory
Nova	41.59%	17.70%	-7,932	out of Stock
Elite	51.48%	20.90%	-80,439	Excessive Inventory
Sorefoz	55.21%	23.48%	-100,677	out of Stock
Insight	26.88%	25.04%	-43,440	Excessive Inventory
Novus	25.28%	25.04%	-187,343	out of Stock
Elkjøp	53.55%	26.90%	-115,397	Excessive Inventory
Media Markt	53.40%	28.17%	-101,119	out of Stock
Digimarket	40.79%	28.21%	-95,328	Excessive Inventory
Atliq Exclusive	42.13%	29.71%	-138,065	out of Stock
Synthetic	37.93%	30.36%	-191,078	Excessive Inventory
Vijay Sales	42.98%	30.76%	-137,937	out of Stock
Girias	45.05%	31.58%	-154,361	Excessive Inventory
Sound	52.83%	32.34%	-97,958	out of Stock
Epic Stores	52.19%	32.38%	-61,593	Excessive Inventory
Viveks	43.03%	33.27%	-129,058	out of Stock



Key Metrics by products

segment	Forecast Accuracy LY %	Forecast Accuracy %	Net Error	Risk M	Net Error %
[+] Networking	90.40%	93.06%	-12,967	out of Stock	-1.69%
[+] Desktop	84.37%	87.53%	78,576	Excessive Inventory	10.24%
[+] Storage	83.54%	71.50%	-628,266	out of Stock	-25.61%
[+] Peripherals	83.23%	68.17%	-3,204,280	out of Stock	-31.83%
[+] Notebook	79.99%	87.24%	-47,221	out of Stock	-1.69%
[+] Accessories	77.66%	87.42%	341,468	Excessive Inventory	1.72%