

Region, Market

All

Customer

All

Segment, Category, Prod...

All

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

vs LY

vs Target

YTD

YTG

\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.1% !

BM: 38.34% (-0.66%)

GM %

-14.0%✓

BM: -14.19% (+1.47%)

Net Profit %

81.17%✓

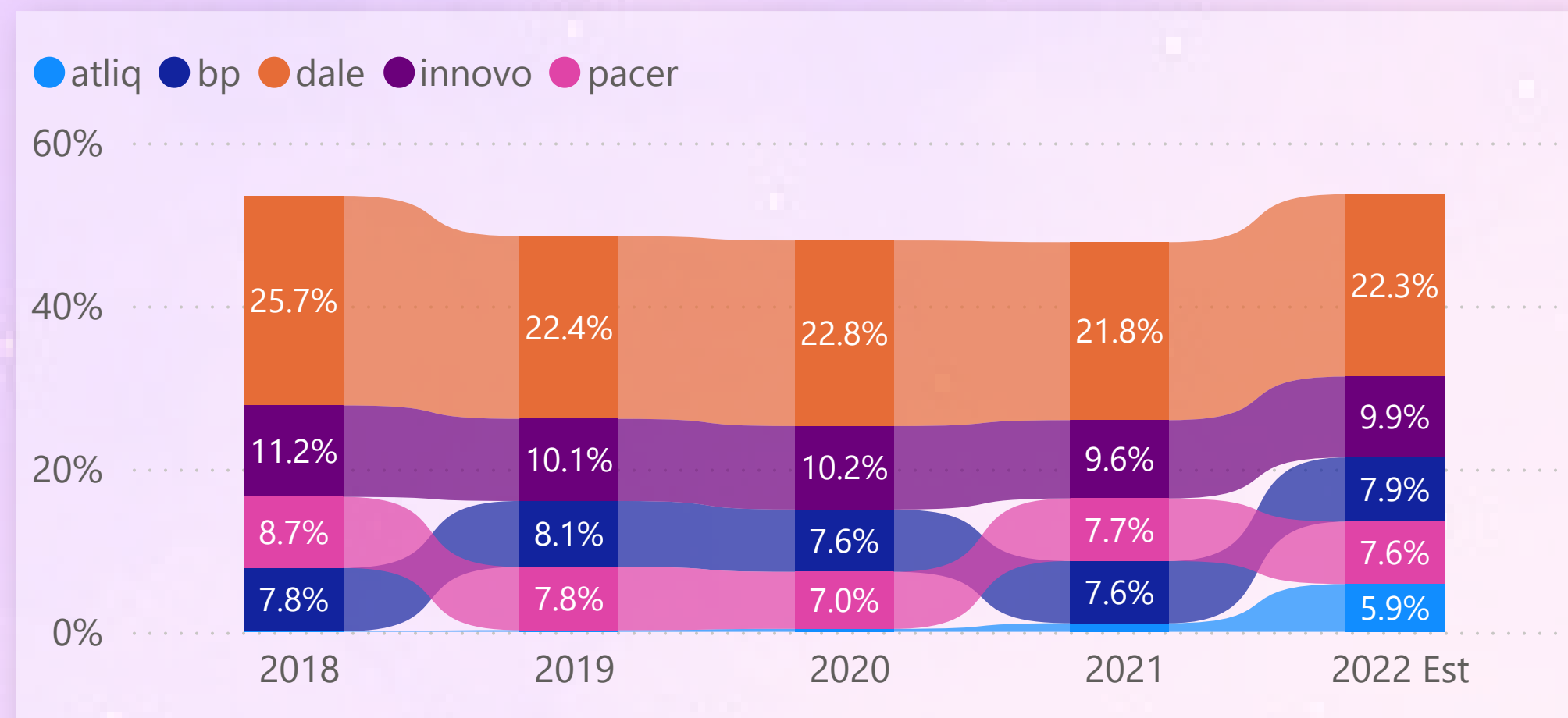
BM: 80.21% (+1.2%)

FA %

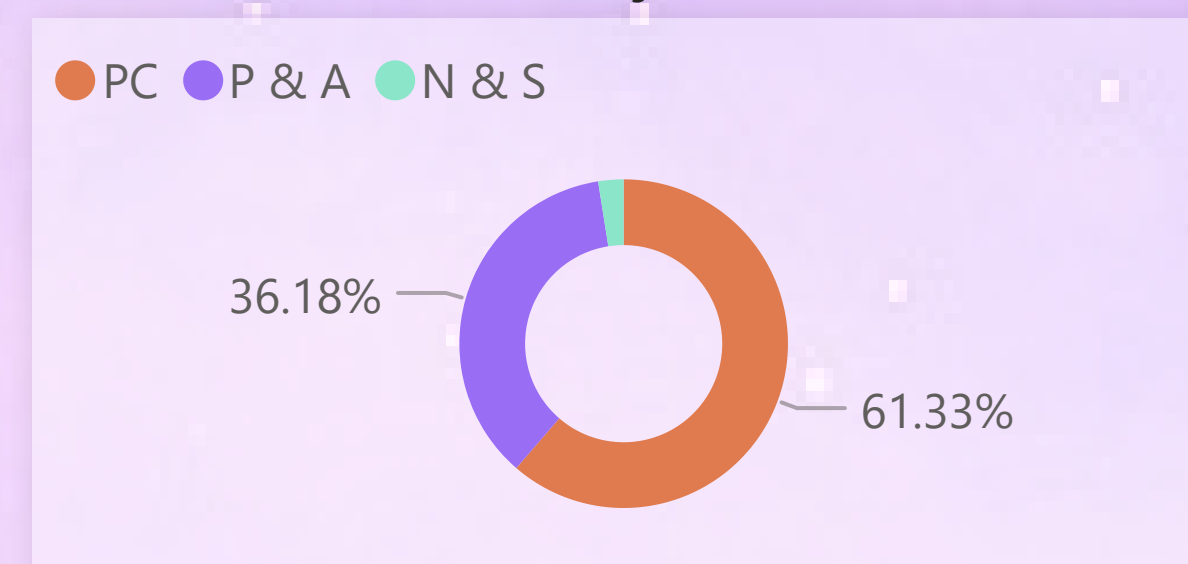
Key Insights By Sub Zone

| sub_zone | NS \$ | RC % | GM % | | Net Profit % | AtliQ MS % | Net Error % | Risk |
|----------|------------|--------|-------|---|--------------|------------|-------------|------|
| LATAM | \$14.8M | 0.4% | 35.0% | ↓ | -2.9% | 0.3% | 3.4% | EI |
| ANZ | \$189.8M | 5.1% | 43.5% | ↓ | -7.4% | 1.4% | -37.6% | OOS |
| SE | \$317.8M | 8.5% | 37.0% | ↓ | -4.0% | 16.4% | -55.5% | OOS |
| NE | \$457.7M | 12.3% | 32.8% | ↓ | -18.1% | 6.8% | -4.6% | OOS |
| ROA | \$788.7M | 21.1% | 34.2% | ↓ | -6.3% | 8.3% | -4.6% | OOS |
| India | \$945.3M | 25.3% | 35.8% | | -23.0% | 13.3% | -24.4% | OOS |
| NA | \$1,022.1M | 27.4% | 45.0% | ↓ | -14.2% | 4.9% | 14.4% | EI |
| Total | \$3,736.2M | 100.0% | 38.1% | ↓ | -14.0% | 5.9% | -9.5% | OOS |

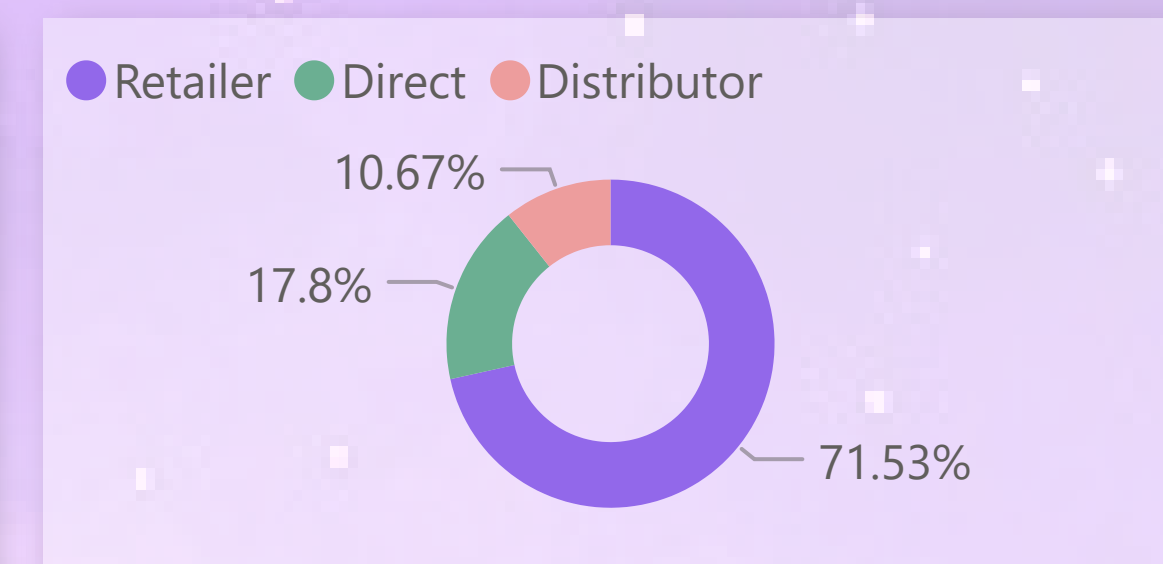
PC Market Share Trend - AtliQ & Competitors



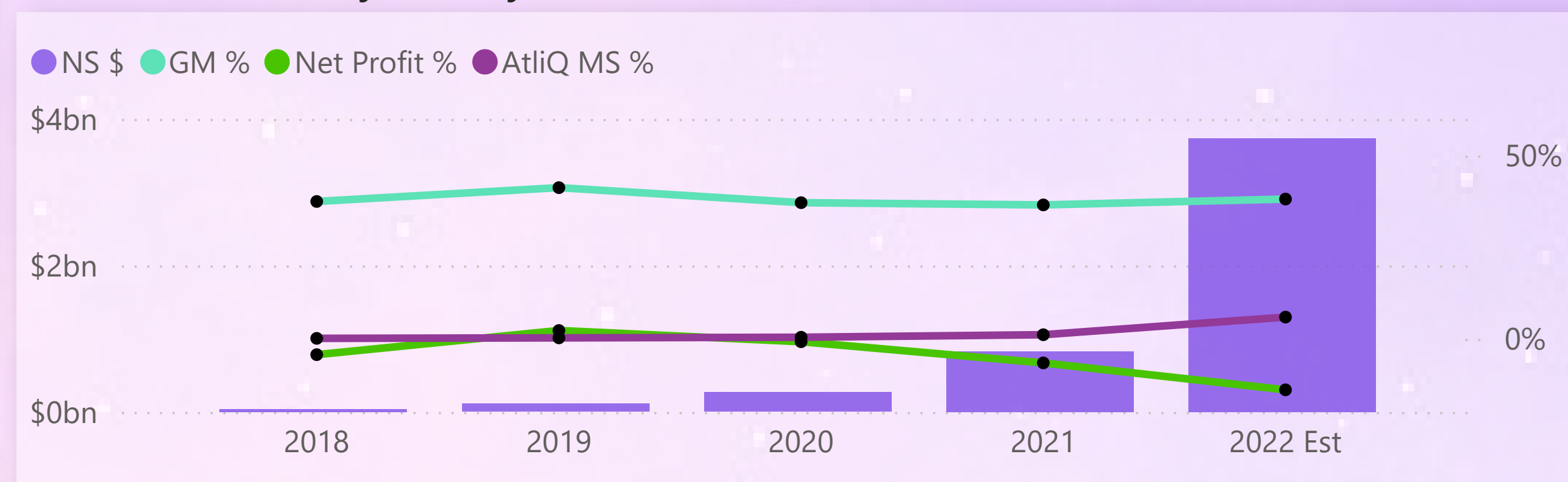
Revenue by Division



Revenue by Channel



Yearly Trend by Revenue, GM%, Net Profit %, PC Market Share %



Top 5 Customers by Revenue

| customer | RC % | GM % |
|-----------------|-------|---------|
| Amazon | 13.3% | 36.8% ↓ |
| Atliq e Store | 8.1% | 36.9% ↓ |
| AtliQ Exclusive | 9.7% | 46.0% |
| Flipkart | 3.7% | 42.1% |
| Sage | 3.4% | 31.5% ↓ |
| Total | 38.2% | 39.2% |

Top 5 Customers by Product

| product | GM % | RC % |
|----------------------|---------|-------|
| AQ BZ Allin1 Gen 2 | 38.5% | 5.4% |
| AQ Home Allin1 | 38.7% | 4.1% |
| AQ HOME Allin1 Gen 2 | 38.1% ↓ | 5.7% |
| AQ Smash 1 | 37.4% ↓ | 3.8% |
| AQ Smash 2 | 37.4% ↓ | 4.1% |
| Total | 38.1% ↓ | 23.2% |

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