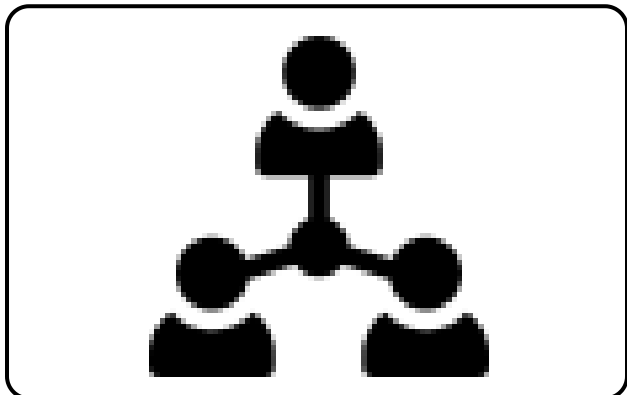


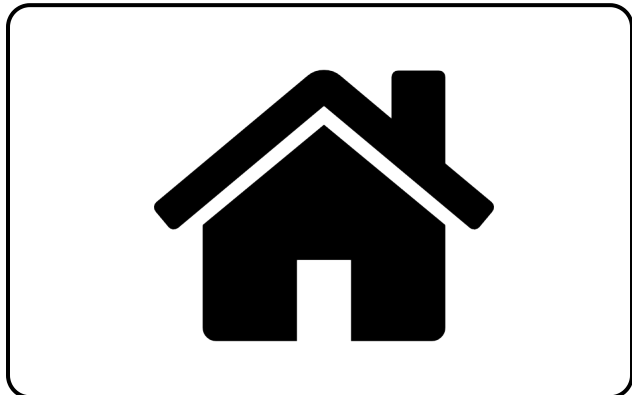
Business Insights 360



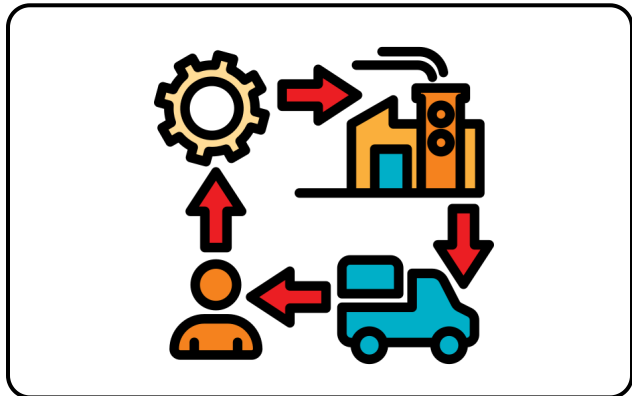
Sales View



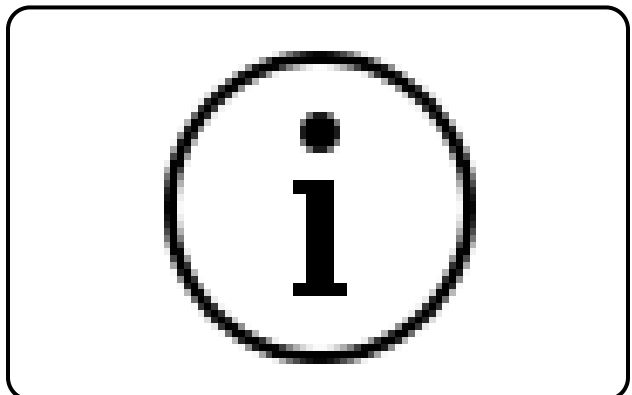
Executive View



Home



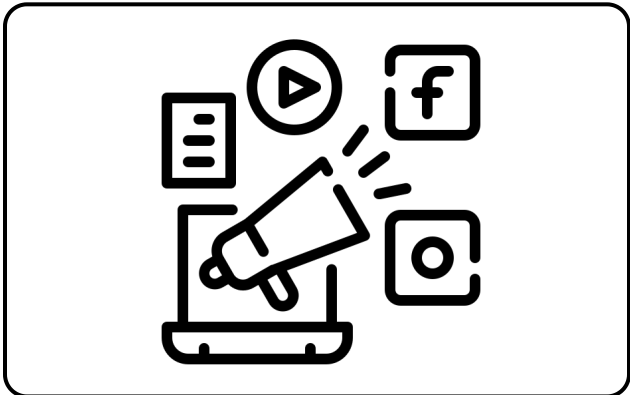
Supply Chain View



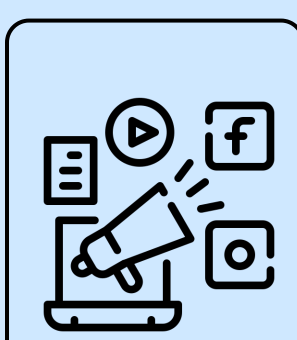
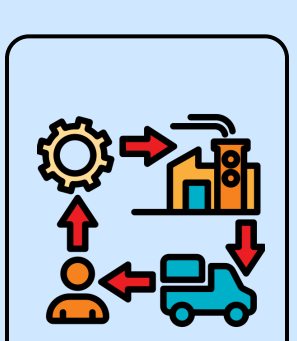
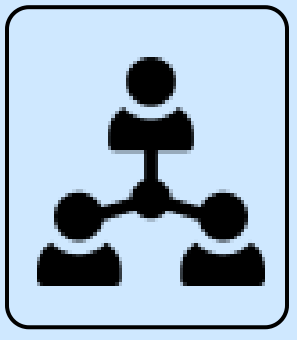
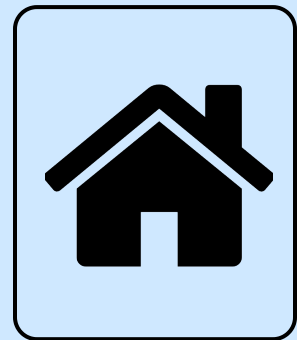
Info



Finance View



Marketing View



Net sales \$

\$823.85M✓

BM: 267.98M

(+207.43%)

Gross margin%

36.49%!

BM: 37.10%

(-1.65%)

Net Profit %

-6.63%!

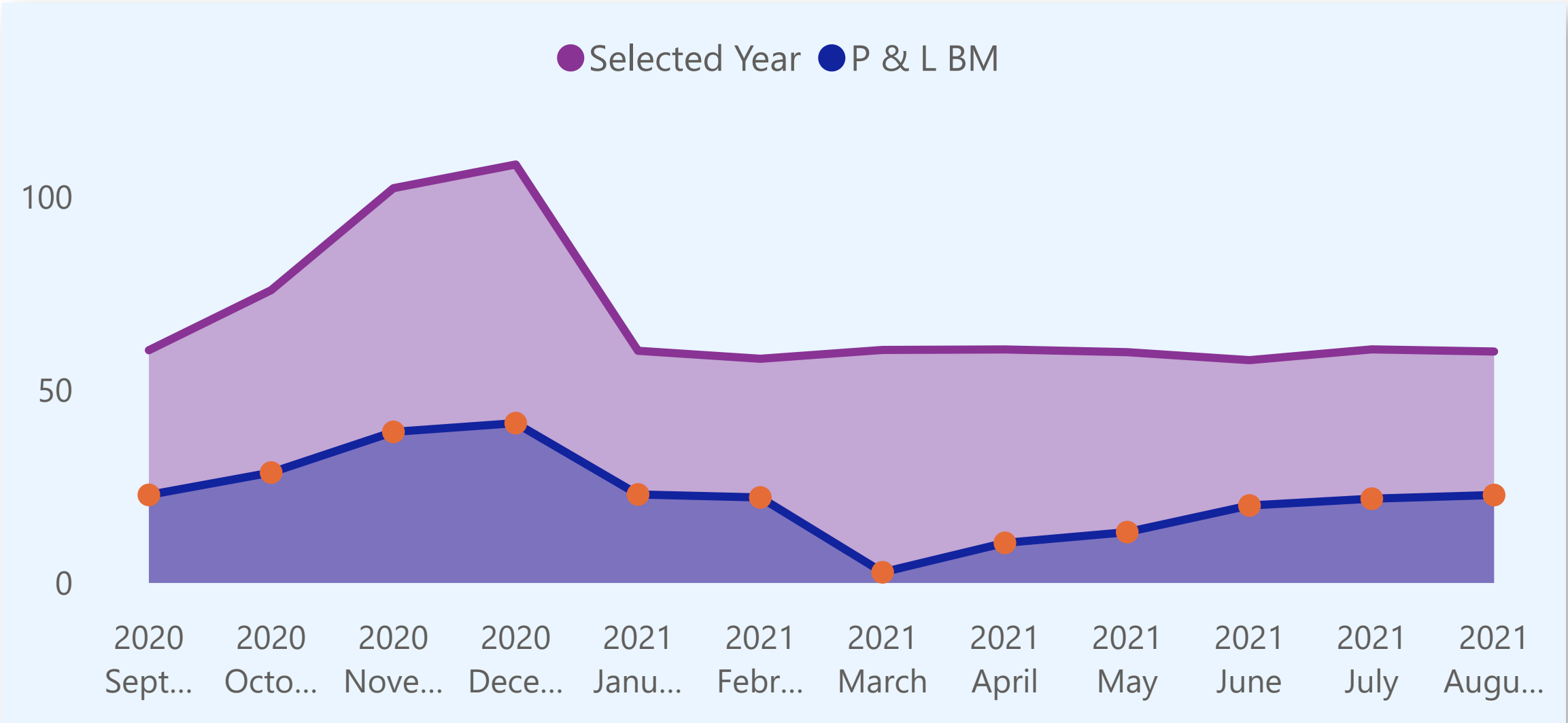
BM: -0.85%

(-676.38%)

Profit and Loss Statement

Line Item	2021	BM	YoY	YoY%
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operatinal Expenses	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82

Net SalesPerformance over Time



Top /Bottom Products & Customers by Net Sales

region	P & L Values	YoY%
APAC	441.98	198.67
EU	200.77	259.88
LATAM	3.16	58.40
NA	177.94	186.03
Total	823.85	207.43

segment	P & L Values	YoY%
Accessories	244.85	269.67
Desktop	46.43	4791.34
Networking	45.16	72.26
Notebook	266.49	208.45
Peripherals	166.51	174.64
Storage	54.42	97.48
Total	823.85	207.43

region, m...

customer

segment, c...

All

All

All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022Est

YTD

YTG

vs LY

vs
Target

Customer Performance

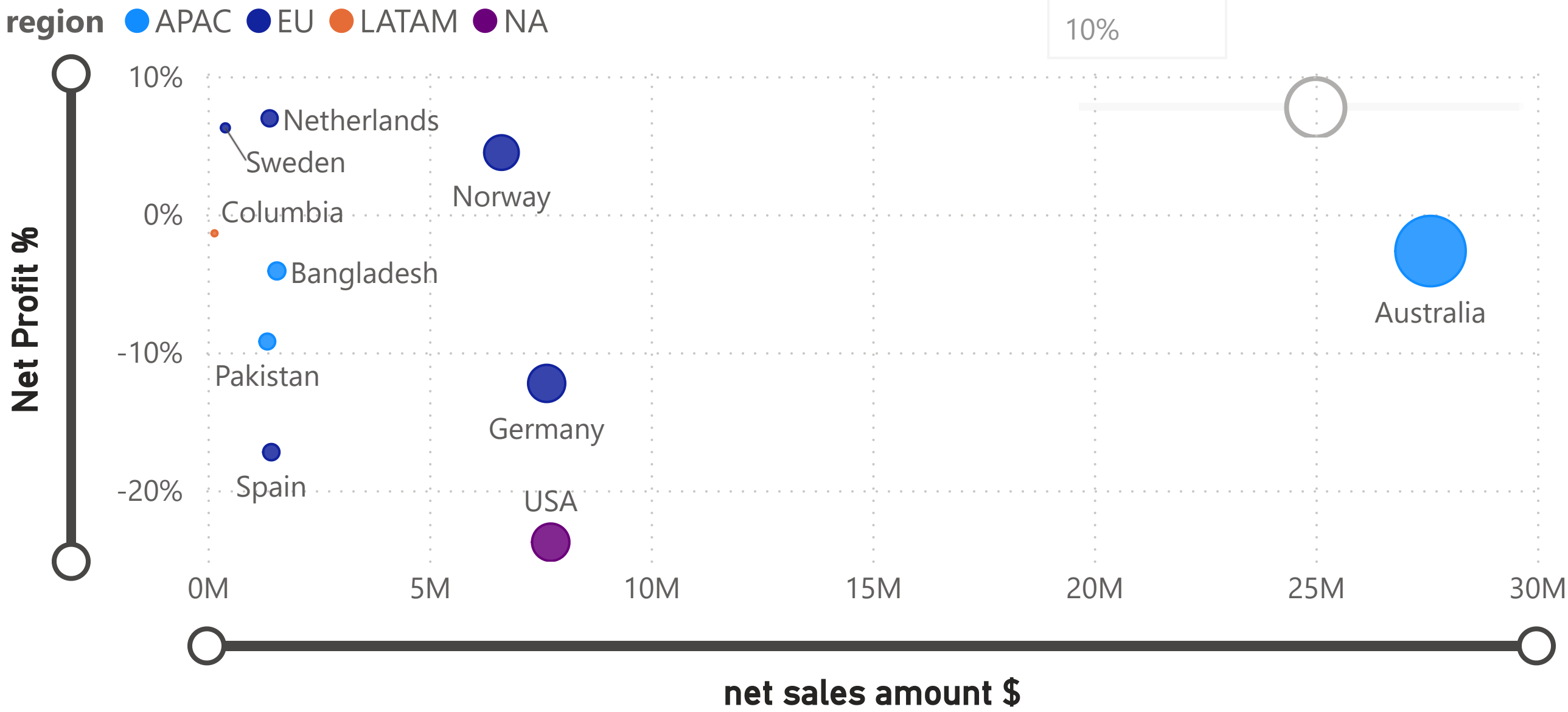
customer	Net Sales \$	Gross Margin \$	Gross margin%
Acclaimed Stores	14.32M	5.18M	36.18%
All-Out	1.06M	0.50M	47.53%
AltiQ Exclusive	69.15M	31.88M	46.10%
Amazon	109.03M	38.59M	35.40%
Argos (Sainsbury's)	2.97M	1.05M	35.42%
Atlas Stores	4.16M	1.68M	40.36%
Atliq e Store	70.31M	26.40M	37.54%
Atliq Exclusive	10.77M	3.07M	28.52%
BestBuy	8.26M	2.97M	35.94%
Total	823.85M	300.63M	36.49%

Product Performance

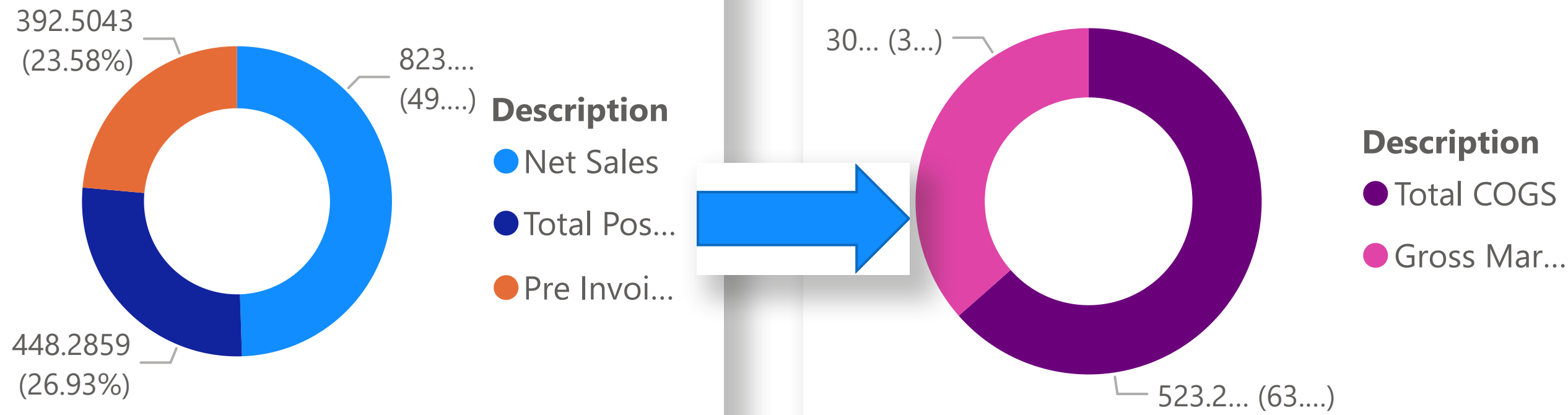
segment	net sales amount \$	Gross Margin \$	Gross margin%
Accessories	244.85M	89.30M	36.47%
Desktop	46.43M	16.79M	36.17%
Networking	45.16M	16.60M	36.75%
Notebook	266.49M	97.12M	36.45%
Peripherals	166.51M	60.81M	36.52%
Storage	54.42M	20.00M	36.75%
Total	823.85M	300.63M	36.49%

Show GM%

Performance Matrix



Unit Economics



region, ...

customer

segment, ...

All

All

All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022Est

YTD

YTG

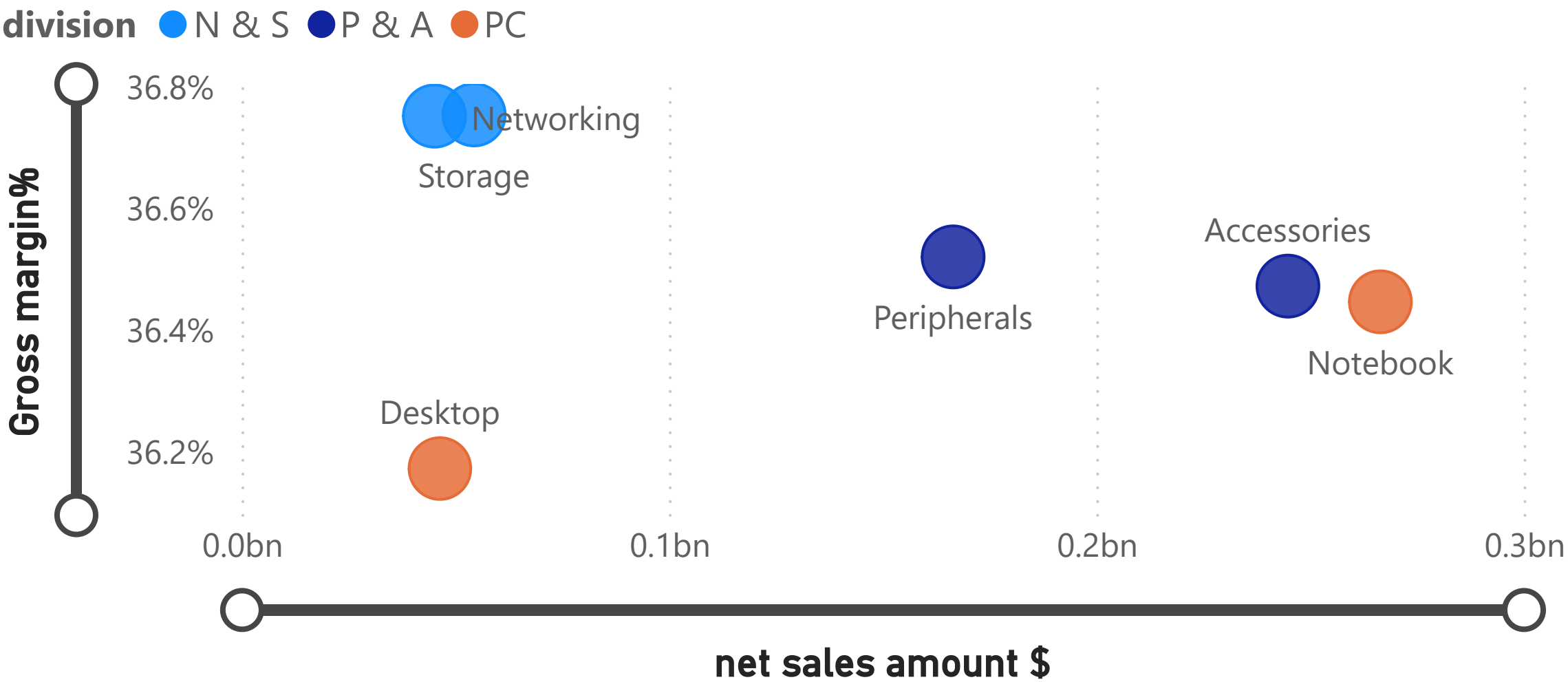
vs LY

vs
Target

Product Performance

segment	Net Sales \$	Gross Margin \$	GM%	Net Profit \$	NP %
⊕ Accessories	244.85M	89.30M	36.47%	-16.28M	-6.65%
⊕ Desktop	46.43M	16.79M	36.17%	-3.27M	-7.04%
⊕ Networking	45.16M	16.60M	36.75%	-2.91M	-6.44%
⊕ Notebook	266.49M	97.12M	36.45%	-17.71M	-6.64%
⊕ Peripherals	166.51M	60.81M	36.52%	-11.02M	-6.62%
⊕ Storage	54.42M	20.00M	36.75%	-3.46M	-6.36%
Total	823.85M	300.63M	36.49%	-54.65M	-6.63%

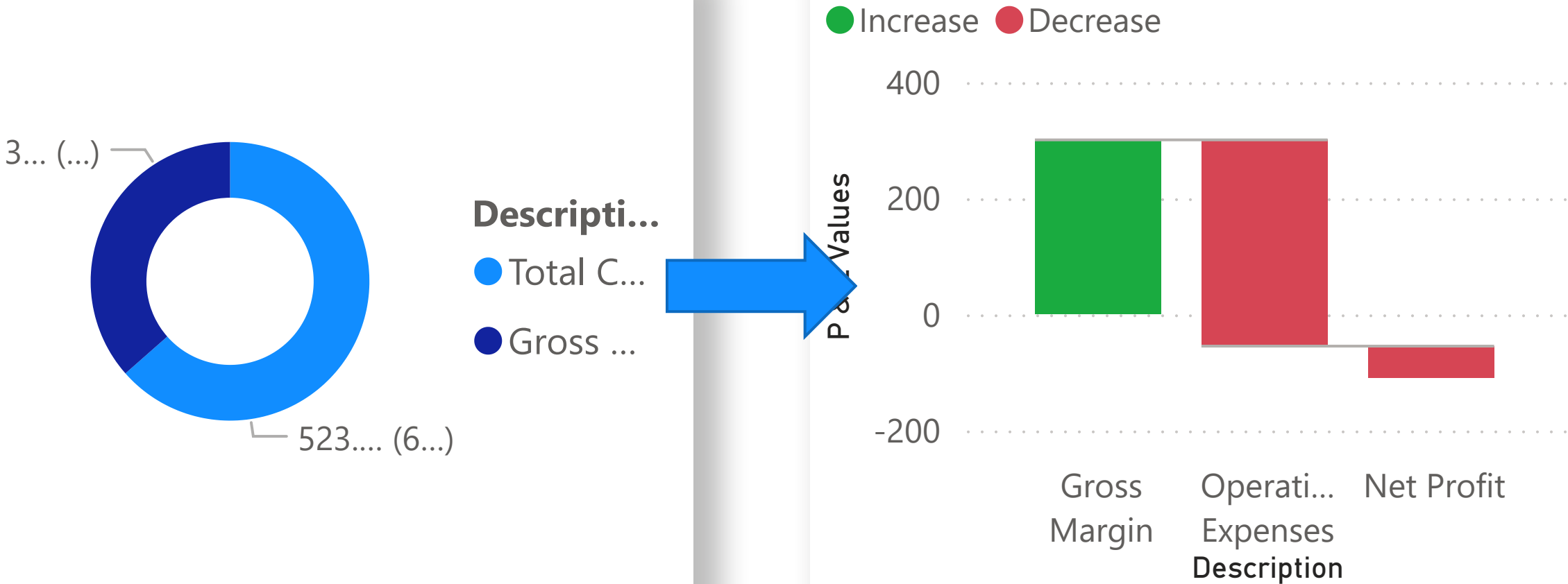
Performance Matrix



Region/Market/Customer Performance

region	Net Sales \$	Gross Margin \$	Gross Margin %	Net Profit \$	Net Profit %
⊕ APAC	441.98M	156.21M	35.34%	-33.33M	-7.54%
⊕ EU	200.77M	76.98M	38.34%	2.81M	1.40%
⊕ LATAM	3.16M	1.19M	37.54%	0.20M	6.18%
⊕ NA	177.94M	66.25M	37.23%	-24.32M	-13.67%
Total	823.85M	300.63M	36.49%	-54.65M	-6.63%

Unit Economics



region, m...

customer

segment, ...

All

All

All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022Est

YTD

YTG

forecast accuracy %

80.21%✓

LY: 72.99% (+9.88%)

Net Error

-751.71K✓

LY: 491.60K (-252.91%)

ABS Error

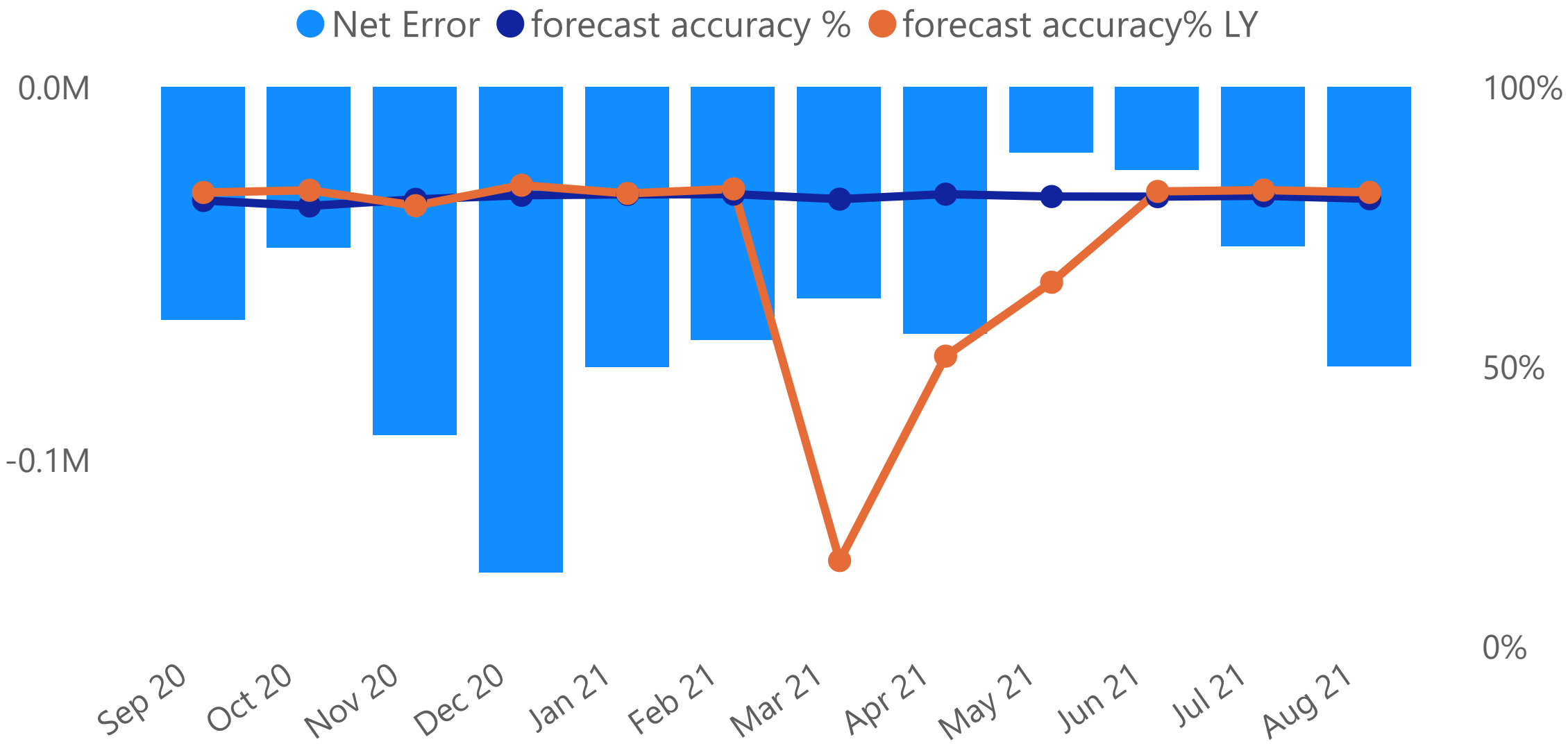
9780.74K!

LY: 5743.20K (+70.3%)

Key Metrics by Customer

customer	forecast accuracy %	forecast accuracy% LY	Net Error	Net Error%	Risk
Acclaimed Stores	50.69%	8.69%	-122555	-16.23%	OoS
All-Out	29.09%	35.18%	-12425	-30.67%	OoS
AltiQ Exclusive	71.15%	56.78%	-191800	-5.73%	OoS
Amazon	74.54%	48.43%	-155116	-2.35%	OoS
Argos (Sainsbury's)	56.08%	43.27%	8033	4.14%	EI
Atlas Stores	48.16%	39.19%	99521	29.63%	EI
Atliq e Store	74.59%	55.24%	-94643	-2.30%	OoS
Atliq Exclusive	42.13%	32.66%	2714	0.35%	EI
BestBuy	35.31%	7.31%	-73279	-16.97%	OoS
Billa	18.29%	26.05%	-37856	-47.09%	OoS
Boulanger	58.77%	38.12%	81786	18.34%	EI
Chip 7	53.44%	41.32%	95124	18.82%	EI
Chiptec	52.54%	27.04%	72175	22.07%	EI
Circuit City	35.02%	9.90%	-84752	-19.00%	OoS
Control	47.42%	30.41%	-64707	-11.99%	OoS
Coolblue	52.95%	43.16%	116840	26.87%	EI
Costco	49.42%	33.18%	-24581	-3.50%	OoS
Croma	42.78%	35.49%	45046	5.96%	EI
Currys (Dixons Carphone)	35.92%	35.91%	-44680	-35.54%	OoS
Total	80.21%	72.99%	-751714	-1.52%	OoS

Forecast Accuracy and Net Error Trends



Key Metrics by Top /Bottom Products

segment	forecast accuracy %	Net Error%	forecast accuracy% LY	Risk
Accessories	77.66%	-7.06%	71.42%	OoS
Desktop	84.37%	11.22%	70.07%	EI
Networking	90.40%	8.17%	52.50%	EI
Notebook	79.99%	-3.96%	76.65%	OoS
Peripherals	83.23%	-5.89%	75.18%	OoS
Storage	83.54%	15.77%	81.01%	EI
Total	80.21%	-1.52%	72.99%	OoS

region, market

All

customer

All

segment, c...

All

Q1

Q2

Q3

Q4

2018

2019

2020

2021

2022Est

YTD

YTG

vs LY

vs
Target

Net sales \$

\$823.85M✓

BM: 267.98M

(+207.43%)

Gross margin%

36.49%!

BM: 37.10%

(-1.65%)

Net Profit %

-6.63%!

BM: -0.85%

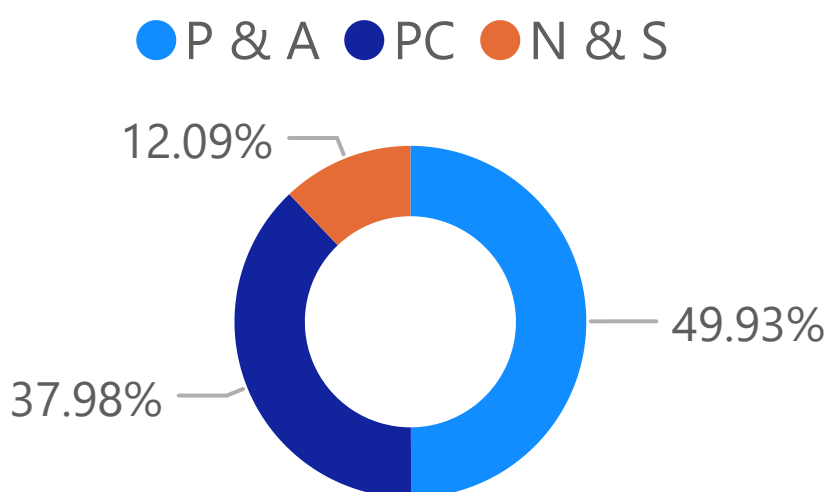
(-676.38%)

forecast
accuracy %

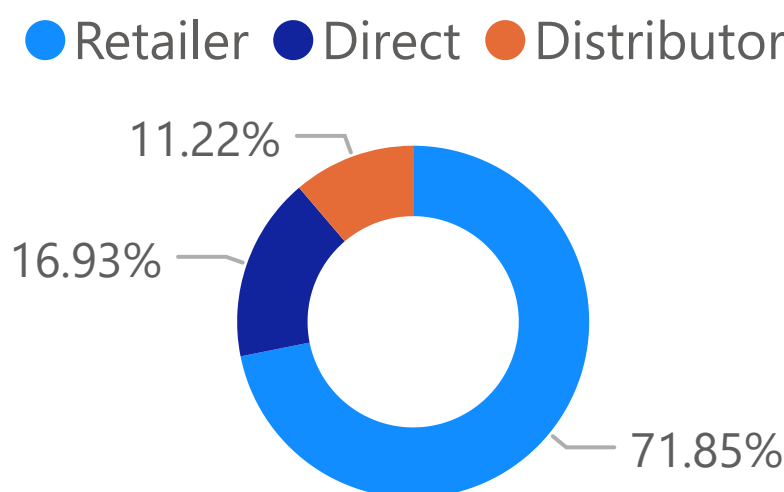
80.21%✓

LY: 72.99% (+9.88%)

Revenue by Division



Revenue by Channel

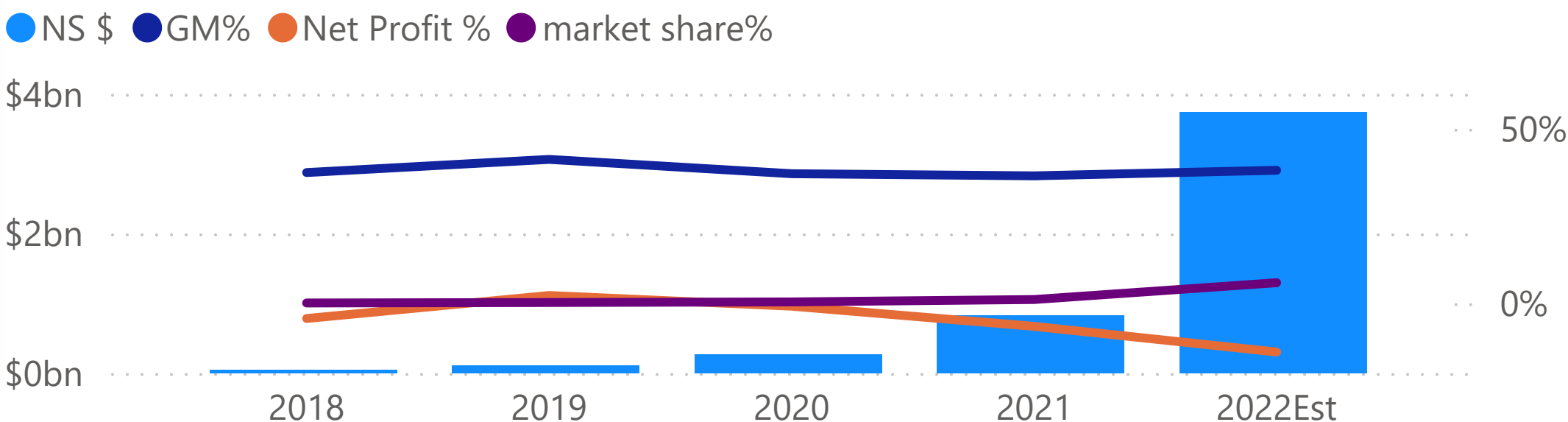


Key Insights by Sub Zone

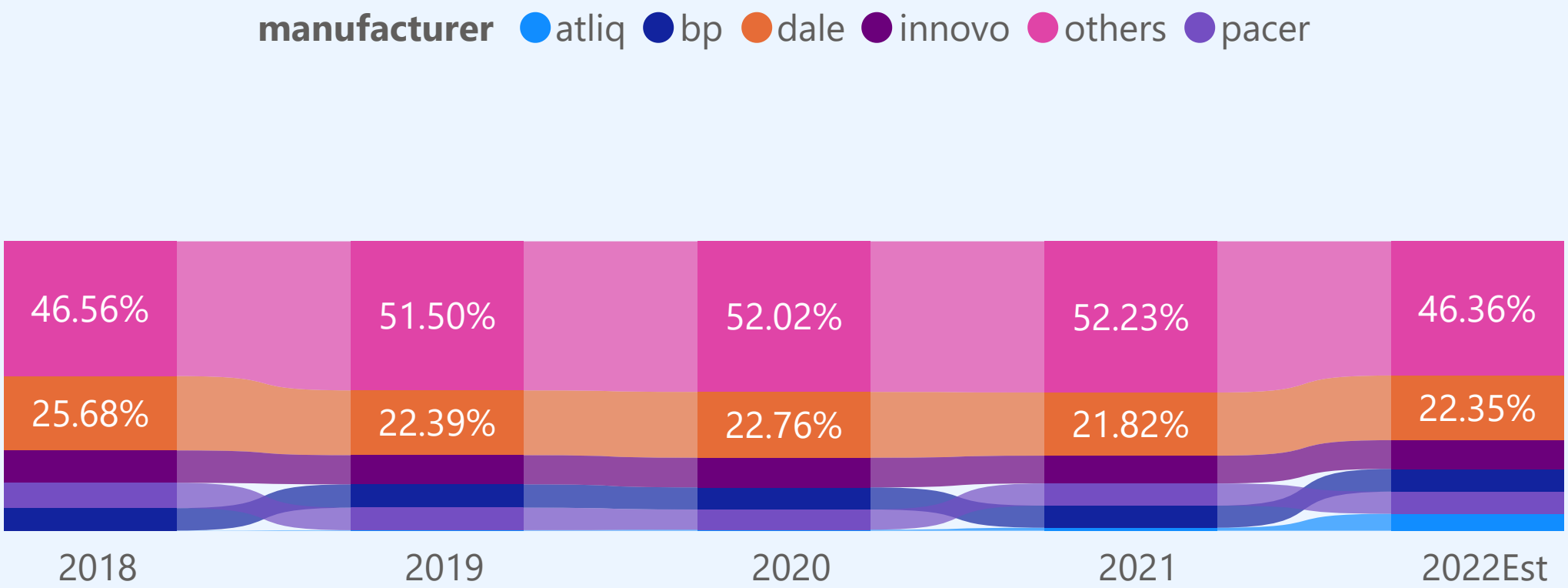
sub_zone	Net Sales \$	GM%	RC%	Net Profit %	AtliQ MS %	Net Error%	Risk
India	\$210.67M	32.03%	↓	25.57%	-24.65%	2.45%	3.90% EI
LATAM	\$3.16M	37.54%		0.38%	6.18%	0.05%	5.32% EI
NE	\$109.29M	38.03%		13.27%	-1.14%	1.17%	11.27% EI
SE	\$91.48M	38.71%		11.10%	4.43%	3.63%	10.56% EI
ANZ	\$44.41M	38.46%	↓	5.39%	7.27%	0.28%	-5.19% OoS
NA	\$177.94M	37.23%	↓	21.60%	-13.67%	0.76%	-7.06% OoS
ROA	\$186.89M	38.34%		22.69%	8.23%	1.47%	-21.55% OoS
Total	\$823.85M	36.49%	↓	100.00%	-6.63%	1.06%	-1.52% OoS

Yearly Trend by Revenue, GM%,NP%,PC Market Share

NS \$, GM%, Net Profit % and market share% by fy_desc



Market Share by Percentage



Top 5 Customers and Revenue by Revenue

customer	RC%	GM%
AltiQ Exclusive	8.39%	46.10% ↓
Amazon	13.23%	35.40% ↓
Atliq e Store	8.53%	37.54%
Flipkart	3.07%	30.23% ↓
Sage	3.29%	35.16%
Total	36.51%	37.90%

product	RC%	GM%
AQ BZ Allin1	4.10%	35.97%
AQ Gen Y	2.86%	36.06%
AQ Maxima	2.71%	36.68% ↓
AQ Qwerty	3.38%	37.09%
AQ Trigger	3.27%	36.89%
Total	16.32%	36.52%