

region, market

customer

segment, category, produ...

2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 vs LY vs Target

All All All

Revenue by Division

P & A PC N & S

| Division | Value |
|----------|--------|
| P & A | 37.98% |
| PC | 12.09% |
| N & S | 49.93% |

Revenue by Channel

Retailer Direct Distributor

| Channel | Value |
|-------------|--------|
| Retailer | 70.55% |
| Direct | 18.24% |
| Distributor | 11.22% |

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

NS \$ GM % Net Profit % AtliQ MS %

| Year | NS \$ | GM % | Net Profit % | AtliQ MS % |
|----------|-------|------|--------------|------------|
| 2018 | \$0bn | ~25% | ~-6% | ~-1% |
| 2019 | \$0bn | ~25% | ~-6% | ~-1% |
| 2020 | \$0bn | ~25% | ~-6% | ~-1% |
| 2021 | \$0bn | ~25% | ~-6% | ~-1% |
| 2022 Est | \$0bn | ~25% | ~-6% | ~-1% |

PC Market Share Trend - AtliQ & Competitors

manufacturer atliq bp dale innovo pacer

| Year | atliq | bp | dale | innovo | pacer |
|----------|-------|------|------|--------|-------|
| 2018 | 8.7% | 7.8% | 7.0% | 7.6% | 7.6% |
| 2019 | 8.1% | 7.8% | 7.0% | 7.6% | 7.6% |
| 2020 | 7.6% | 7.0% | 7.6% | 7.7% | 7.6% |
| 2021 | 9.6% | 7.6% | 7.6% | 7.7% | 7.6% |
| 2022 Est | 9.9% | 7.9% | 7.6% | 7.6% | 7.6% |

Top 5 Customers by Revenue

customer RC % GM %

| Customer | RC % | GM % |
|-----------------|--------------|---------------|
| Sage | 3.3% | 35.16% |
| Flipkart | 3.1% | 30.23% ↓ |
| AtliQ Exclusive | 9.7% | 43.73% ↓ |
| AtliQ e Store | 8.5% | 37.54% |
| Amazon | 13.2% | 35.40% ↓ |
| Total | 37.8% | 37.58% |

Top 5 Products by Revenue

product RC % GM %

| Product | RC % | GM % |
|--------------|--------------|---------------|
| AQ BZ Allin1 | 4.1% | 35.97% |
| AQ Gen Y | 2.9% | 36.06% |
| AQ Maxima | 2.7% | 36.68% ↓ |
| AQ Qwerty | 3.4% | 37.09% |
| AQ Trigger | 3.3% | 36.89% |
| Total | 16.3% | 36.52% |

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