



region, market

All

customer

All

segment, category, p...

All

2018

2019

2020

2021

2022Est

Q1

Q2

Q3

Q4

YTD

YTG

vs LY

vs  
Target

\$3.74bn !

BM: 3.81bn (-1.86%)

Net Sales

38.08% !

BM: 38.34% (-0.66%)

GM %

-13.98%✓

BM: -37.02% (+62.23%)

Net Profit %

81.17%✓

BM: 80.21% (+1.2%)

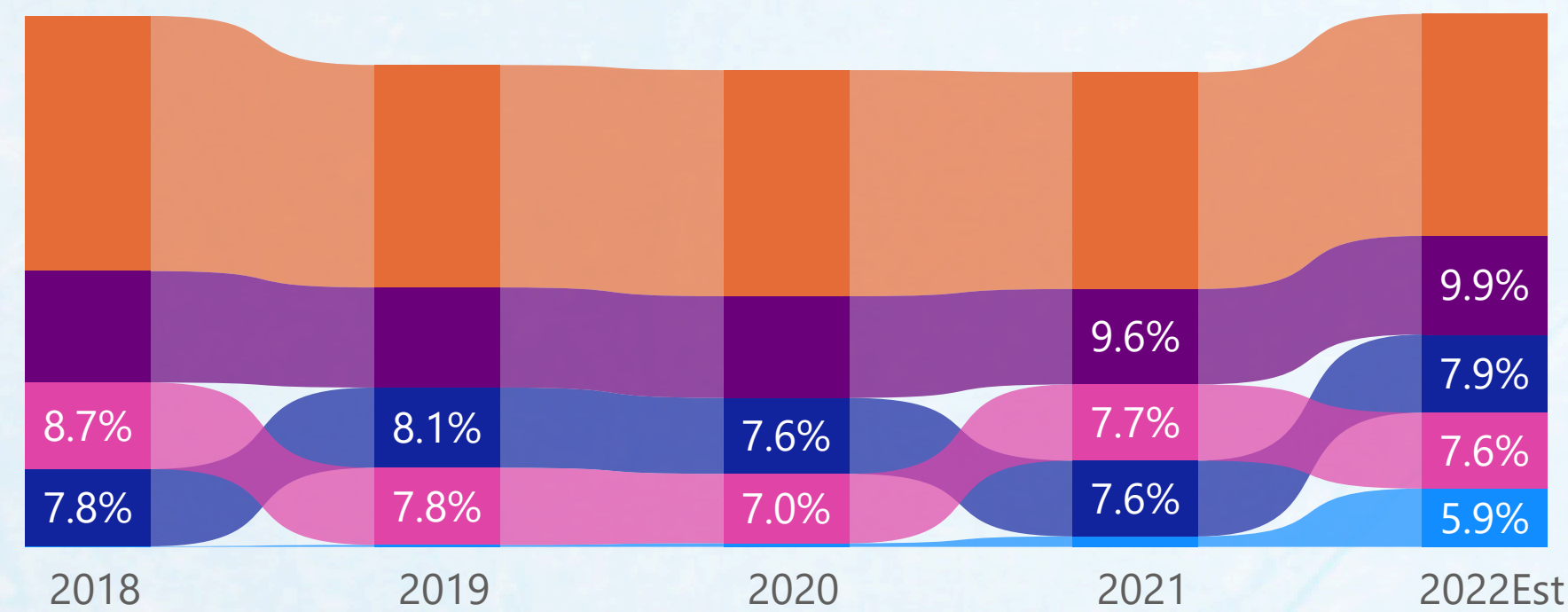
Forecast Accuracy

## Key Insights By Sub Zone

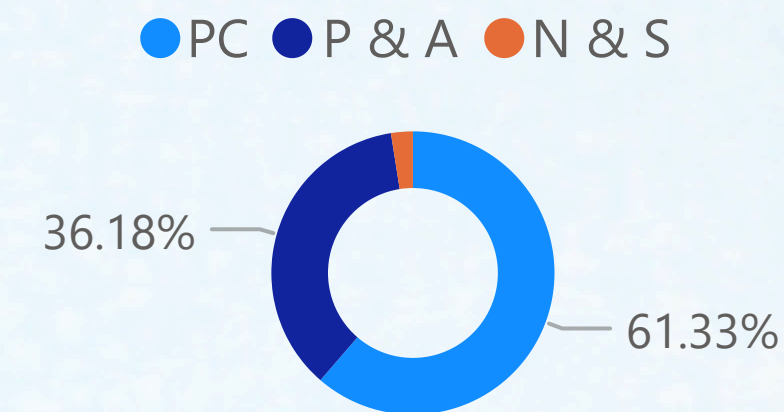
Sub Zone	NS \$	RC %	GM %		Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	\$189.8M	5.1%	43.5%	↓	-7.4%	1.4%	-37.6%	OOS
India	\$945.3M	25.3%	35.8%		-23.0%	13.3%	-24.4%	OOS
NE	\$457.7M	12.3%	32.8%	↓	-18.1%	6.8%	-4.6%	OOS
ROA	\$788.7M	21.1%	34.2%	↓	-6.3%	8.3%	-4.6%	OOS
SE	\$317.8M	8.5%	37.0%	↓	-4.0%	16.4%	-55.5%	OOS
LATAM	\$14.8M	0.4%	35.0%	↓	-2.9%	0.3%	3.4%	EI
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 &amp; Competitors

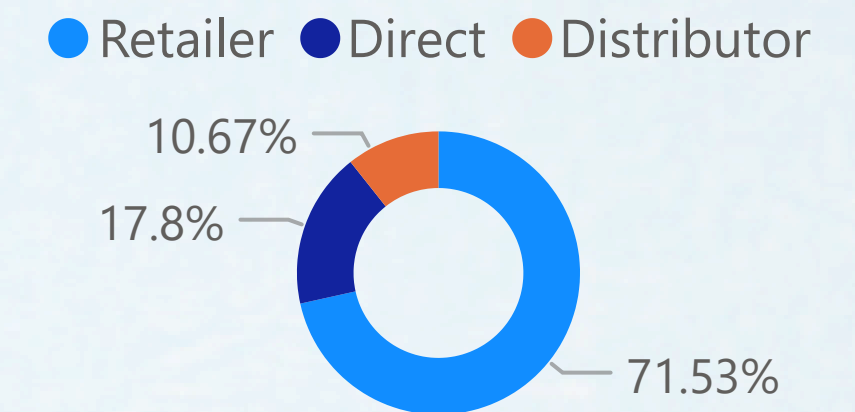
manufacturer atliq bp dale innovo pacer



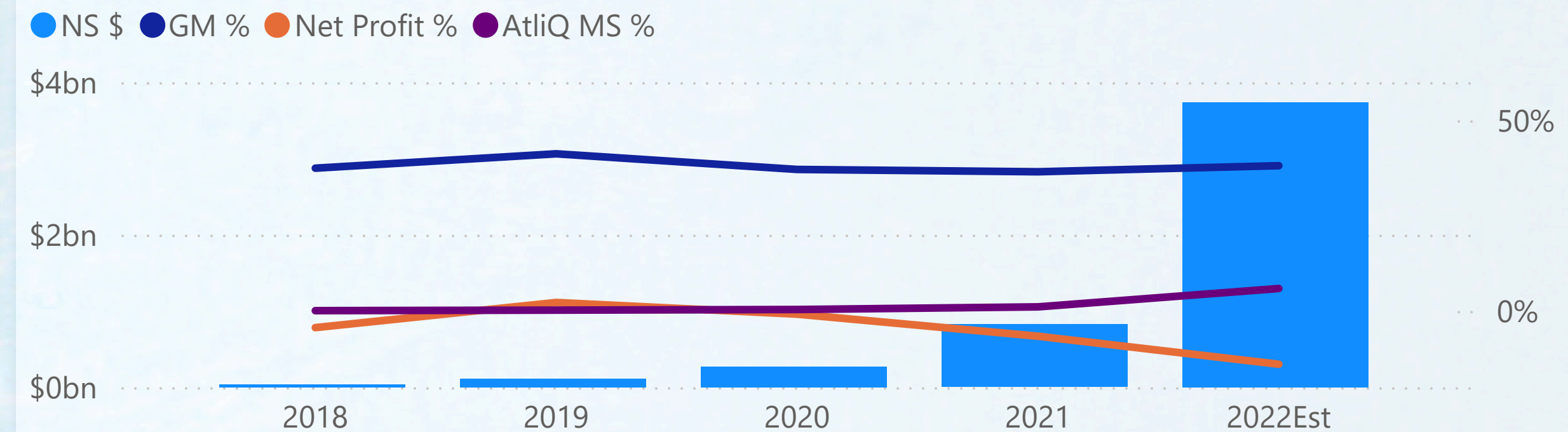
## Revenue by Division



## Revenue by Channel



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



## Top 5 Customers by Revenue

customer	RC %	GM %
Amazon	13.3%	36.78% ↓
Atliq e Store	8.1%	36.88% ↓
AtliQ Exclusive	9.7%	46.01%
Flipkart	3.7%	42.14%
Sage	3.4%	31.53% ↓
Total	38.2%	39.19%

## Top 5 Products by Revenue

product	RC %	GM %
AQ HOME Allin1 Gen 2	5.7%	38.08% ↓
AQ BZ Allin1 Gen 2	5.4%	38.51%
AQ Smash 2	4.1%	37.40% ↓
AQ Home Allin1	4.1%	38.71%
AQ Smash 1	3.8%	37.43% ↓
Total	23.2%	38.06%

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