

region, market, customer

All

segment, category, product

All

2018

2019

2020

2021

2022 Est

Q1

Q2

Q3

Q4

YtD

YtG



449.93bn✓

Goal: 215.09bn  
(+109.18%)

Net Sales

93.76%!

Goal: 93.83% (-0.07%)

Gross Margin %

17.14%✓

Goal: 17.14% (+0%)

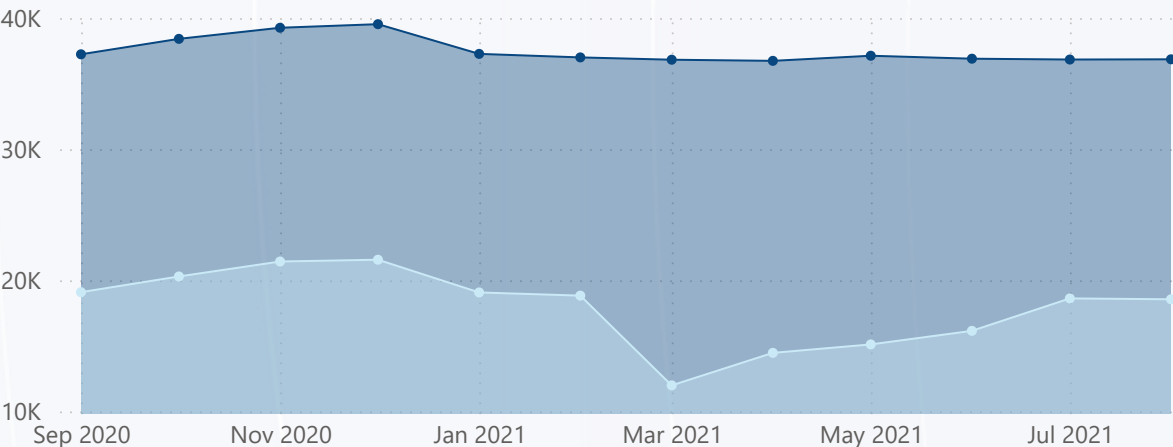
Net Profit %

### Profit & Loss Statement

P & L Measures	2021	LY	YoY	YoY %
Gross Sales	18,35,086.33	8,58,254.63	9,76,831.70	113.82
Pre Invoice Deduction	9,06,655.27	4,21,196.21	4,85,459.07	115.26
Net Invoice Sales	9,28,431.06	4,37,058.42	4,91,372.64	112.43
- Post Discounts	3,04,684.00	1,43,259.14	1,61,424.86	112.68
- Post Deductions	1,73,816.92	78,706.41	95,110.51	120.84
Total Post Invoice Deduction	4,78,500.92	2,21,965.55	2,56,535.38	115.57
Net Sales	4,49,930.13	2,15,092.88	2,34,837.26	109.18
- Manufacturing Cost	72.62	33.96	38.65	113.81
- Freight Cost	24,014.82	11,386.97	12,627.85	110.90
- Other Cost	3,983.07	1,856.28	2,126.79	114.57
Total COGS	28,070.51	13,277.22	14,793.30	111.42
Gross Margin	4,21,859.62	2,01,815.66	2,20,043.96	109.03
Gross Margin %	93.76	93.83	-0.07	-0.07
GM / Unit	4,236.50	4,800.86	-564.36	-11.76
-Ads Promotions Expense	1,57,893.73	68,147.37	89,746.36	131.69
-Other Operational Expense	1,86,849.07	89,633.78	97,215.29	108.46
Total Operational Expense	3,44,742.80	1,57,781.15	1,86,961.65	118.49
Net Profit	77,116.82	44,034.51	33,082.31	75.13
Net Profit %	17.14	20.47	-3.33	-16.28

### Net Sales Over Time

Selected Year Year Before



### Top / Bottom Products & Customers by Net Sales

region	P & L Values	YoY %
APAC	1,65,009.86	10241.1%
EU	2,13,696.56	14239.1%
LATAM	10,075.31	28004.6%
NA	61,148.41	4301.2%

segment	P & L Values	YoY %
Accessories	12,151.29	12440.6%
Desktop	84,283.74	140985.3%
Networking	2,252.54	7543.5%
Notebook	3,19,303.48	7504.8%
Peripherals	30,123.87	5694.2%
Storage	1,815.21	5019.7%