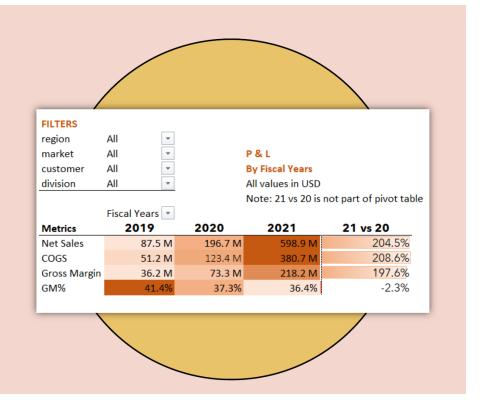
Key Insight 1

This report titled 'P & L By Fiscal Years' displays AtliQ's financial performance across the years 2019, 2020, and 2021. The '21 vs 20' column represents the growth percentage of 2021 as compared to 2020.

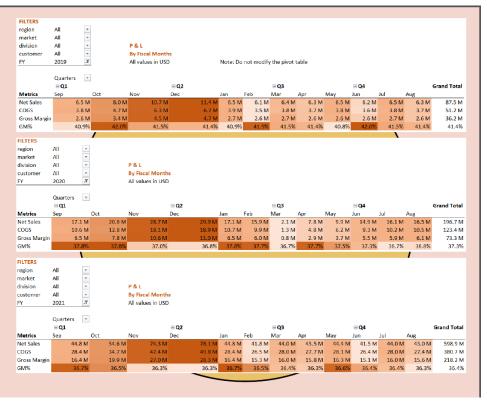
Upon analysis, we can observe that in 2021, the company's Net Sales and COGS were higher compared to the previous two years. However, in 2019, AtliQ achieved the highest Gross Margin percentage (41.4%) as compared to the other two years.



Key Insight 2

This report titled 'P & L By Fiscal Months' displays the monthly and quarterly financial performance of AtliQ over the years 2019, 2020, and 2021.

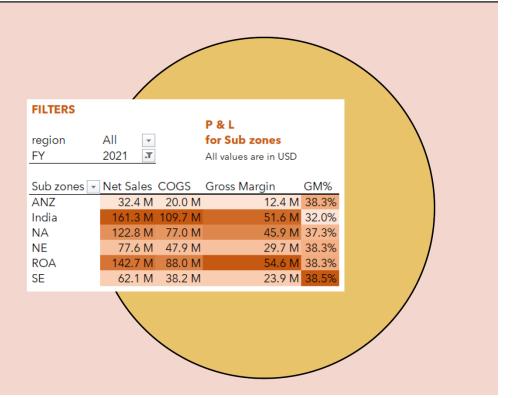
It is evident from the report that AtliQ performs well in terms of Gross Margin percentage (GM%) during festive months (September to November of 2019, 2020, and 2021). However, the other three metrics, namely, Net Sales, Cost of Goods Sold (COGS), and Gross Margin (GM), perform well during the winter season (end of Q1 and start of Q2).



Key Insight 3

This report displays the **financial performance** of **sub-zones** in **2021**.

The observations indicate that India is performing well in terms of 'Net Sales' at 161.3M, COGS at 109.7M, and GM at 51.6M, followed by ROA. On the other hand, the SE sub-zone is giving a higher GM% of 38.5% compared to other sub-zones. AtliQ should focus on broadening its sales in the SE sub-zone.

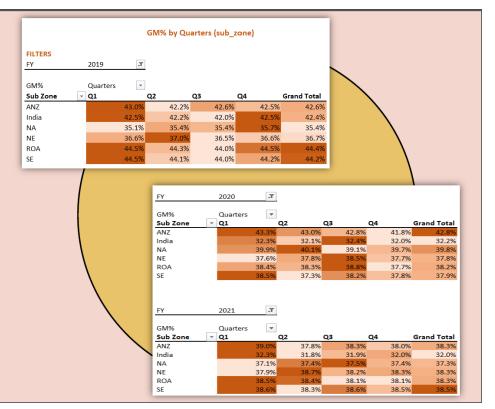


Key Insight 4

This report displays the gross margin percentage (**GM%**) for different **sub-zones quarterly** for 2019, 2020, and 2021.

Observations for 2019 show that the ROA and SE sub-zones performed the best in Q1 with a GM% of 44.5%, while the NE sub-zone performed well in Q2 with a GM% of 37%. In Q3, the ANZ sub-zone (42.6%) and in Q4, the ROA sub-zone (44.5%) performed the best. However, overall, the ROA sub-zone was the best performer in 2019.

In 2020, the ANZ sub-zone was the best performer, whereas in 2021, the SE sub-zone performed the best.

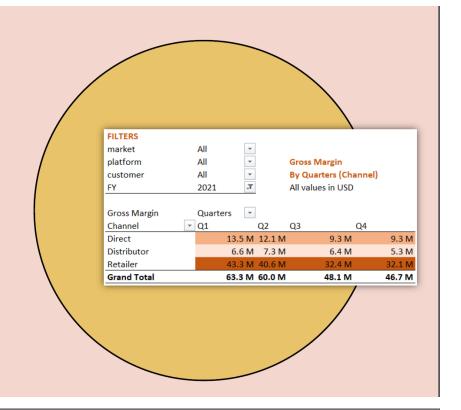


Key Insight 5

This report displays the gross margin performance of each channel quarterly for the year 2021.

Observations show that **selling products** via the **distributor** channel was **not profitable** for **AtliQ** in **2021**, while the retailer channel performed better than the other two channels.

Throughout all the quarters, the retailer channel performed well, giving the highest gross margin. The numbers for each quarter were Q1 - 43.3M, Q2 - 40.6M, Q3 - 32.4M, and Q4 - 32.1M, but it is noteworthy that these figures decreased quarter by quarter. Therefore, AtliQ may want to focus more on the retailer channel to maintain this high performance in the future.



Key Insight 6

This report titled 'P & L for Markets' displays the financial performance of different markets in the year 2021. The report shows that India is leading the market with the highest 'Net Sales' of 161.26 million, COGS of 109.7 million, and GM of 51.6 million. Other countries such as Japan, Netherlands, and New Zealand are also performing well in terms of GM%.

Although India is doing well in terms of net sales, New Zealand has the highest GM% of 48.2%, followed by the Netherlands and Japan. Therefore, AtliQ should consider expanding its sales in these three countries as well.

ILTERS egion ub_zone	All ▼		P & L for Markets		
Y	2021		All values are in U	SD	
1arket ▼	Net Sales	cogs	Gross Margin	GM%	
ustralia	20.99 M	14.1 M	6.9 M	32.9%	
ustria	2.84 M	2.0 M	0.9 M	30.1%	
angladesh	6.95 M	4.5 M	2.4 M	34.5%	\
anada	35.06 M	21.7 M	13.4 M	38.2%	\
hina	22.89 M	13.5 M	9.4 M	41.1%	1
rance	25.94 M	14.7 M	11.2 M	43.2%	1
ermany	12.01 M	8.9 M	3.1 M	26.2%	1
ndia	161.26 M	109.7 M	51.6 M	32.0%	
ndonesia	18.41 M	11.3 M	7.1 M	38.4%	
aly	11.72 M	8.2 M	3.5 M	30.1%	
apan	7.92 M	4.2 M	3.7 M	46.5%	
letherlands	7.98 M	4.6 M	3.4 M	42.0%	
lewzealand	11.40 M	5.9 M	5.5 M	48.2%	/
lorway	13.68 M	9.6 M	4.0 M	29.5%	/
akistan	5.66 M	3.6 M	2.0 M	36.2%	/
hiliphines	31.86 M	19.4 M	12.5 M	39.1%	
oland	5.19 M	3.0 M	2.2 M	42.6%	
ortugal	11.83 M	6.8 M	5.0 M	42.1%	
outh Korea	48.97 M	31.4 M	17.6 M	35.9%	
pain	12.62 M	8.4 M	4.2 M	33.1%	
weden	1.77 M	1.1 M	0.7 M	40.2%	
nited Kingdom		18.7 M	15.4 M	45.1%	
SA	87.78 M	55.3 M	32.5 M	37.0%	