



## FILTERS

region	All
market	All
division	All

## Customer

### Net Sales Performance

All values are in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	278.08%
All-Out		0.2M	0.8M	395.70%
Amazon	12.2M	37.5M	82.1M	118.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	205.98%
Atlas Stores	0.2M	0.7M	3.2M	370.34%
AtliQ e Store	7.2M	23.7M	53.0M	123.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	245.77%
BestBuy	0.9M	1.8M	6.3M	256.08%
Boulanger	0.2M	0.8M	4.1M	392.93%
Chip 7	0.6M	1.3M	5.5M	316.07%
Chiptec		0.4M	3.0M	622.03%
Control	0.9M	2.2M	7.7M	249.23%
Coolblue	0.5M	1.2M	4.2M	260.00%
Costco	1.1M	2.8M	9.3M	237.37%
Croma	1.7M	2.5M	7.5M	205.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	146.94%
Digimarket	0.8M	1.7M	4.1M	141.05%
Ebay	2.6M	6.3M	15.2M	142.16%
Electricalsara Stores	0.1M	0.6M	1.9M	185.96%
Electricalsbea Stores		0.1M	0.7M	404.64%
Electricalslance Stores	0.1M	0.7M	2.3M	213.34%
Electricalslytical	1.8M	2.6M	11.9M	357.50%
Electricalsocity	2.3M	3.5M	12.4M	258.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	435.32%
Elite	0.4M	0.8M	4.1M	395.52%
Elkj�p	0.5M	1.3M	5.2M	291.90%
Epic Stores	0.4M	0.9M	4.2M	346.06%
Euronics	0.4M	0.9M	3.9M	344.67%
Expert	0.8M	1.8M	6.4M	263.98%
Expression	1.7M	3.0M	9.8M	228.24%
Ezone	1.5M	2.0M	7.9M	291.62%
Flawless Stores	0.1M	0.5M	1.8M	296.28%
Flipkart	2.9M	8.3M	19.3M	131.03%
Fnac-Darty	0.5M	0.8M	2.9M	249.77%
Forward Stores	0.6M	1.5M	4.1M	171.97%
Girias	1.5M	2.1M	8.7M	319.29%
Info Stores	0.1M	0.5M	1.8M	284.09%
Insight	0.4M	1.0M	2.8M	171.84%
Integration Stores		0.2M	1.4M	787.19%
Leader	4.7M	6.0M	18.8M	214.81%
Logic Stores	0.2M	0.9M	4.8M	415.17%
Lotus	1.5M	2.1M	8.1M	282.61%

# AtliQ Hardwares



Neptune	1.0M	3.4M	16.1M	371.50%
Nomad Stores	0.5M	1.6M	4.0M	146.89%
Notebillig	0.2M	0.4M	1.1M	187.39%
Nova		0.0M	0.4M	2564.92%
Novus	1.9M	3.7M	9.9M	164.20%
Otto	0.3M	0.4M	1.2M	198.58%
Premium Stores	0.5M	1.1M	3.9M	253.09%
Propel	1.6M	2.5M	10.8M	340.64%
Radio Popular	0.5M	1.5M	5.3M	262.56%
Radio Shack	0.8M	1.7M	5.4M	211.51%
Reliance Digital	1.6M	2.6M	9.7M	277.90%
Relief	0.4M	1.0M	4.1M	303.57%
Sage	4.8M	6.4M	20.7M	221.52%
Saturn	0.2M	0.4M	1.2M	210.46%
Sorefoz	0.6M	1.1M	4.7M	333.63%
Sound	0.6M	1.7M	4.4M	160.26%
Staples	1.2M	2.9M	8.8M	206.95%
Surface Stores	0.1M	0.5M	2.1M	298.80%
Synthetic	1.9M	4.4M	12.2M	175.98%
Taobao	0.2M	1.3M	3.3M	148.66%
UniEuro	0.6M	1.6M	7.3M	357.03%
Vijay Sales	1.7M	2.1M	8.5M	297.78%
Viveks	1.6M	2.2M	7.8M	248.10%
walmart	1.3M	2.6M	9.7M	270.45%
Zone	0.3M	1.6M	5.3M	236.20%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>204.48%</b>



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## Market

### Performance vs Target

All values are in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-8.4%</b>



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## Top 10 Products

All values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.26%
AQ GT 21	0.8M	4.4M	461.14%
AQ Home Allin1	0.7M	5.2M	668.99%
AQ LION x1	0.0M	0.8M	1619.49%
AQ LION x2	0.1M	0.9M	1668.87%
AQ LION x3	0.1M	1.2M	1692.25%
AQ Mx NB	0.0M	1.4M	5623.52%
AQ Pen Drive DRC	0.6M	3.8M	487.66%
AQ Smash 2	0.4M	11.2M	2489.49%
AQ Zion Saga	0.7M	3.6M	428.55%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.04%</b>



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## Division Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	<div></div> 84.38%
P & A	105.2M	338.4M	<div></div> 221.53%
PC	40.1M	165.8M	<div></div> 313.70%
Grand Total	196.7M	598.9M	204.48%

# AtliQ Hardwares



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## Top 5 Products

Products	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
<b>Grand Total</b>	<b>19.0M</b>

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## Bottom 5 Products

Products	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
<b>Grand Total</b>	<b>174.9K</b>



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## New Products - 2021

All values are in USD

Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processor		14.2M
AQ Gen Y		19.5M
AQ GEN Z		11.7M
AQ HOME Allin1 Gen 2		3.5M
AQ Lumina Ms		4.2M
AQ Marquee P3		4.9M
AQ Marquee P4		1.7M
AQ Maxima Ms		13.7M
AQ MB Lito		2.8M
AQ MB Lito 2		2.3M
AQ Qwerty		22.0M
AQ Qwerty Ms		15.4M
AQ Trigger		20.7M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M
<b>Grand Total</b>		<b>176.2M</b>







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## Top 5 Country - 2021

All values are in USD

Division	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
<b>Grand Total</b>	<b>367.2M</b>