

**FILTERS**

region All

sub\_zone All

Fy **2021****P & L****for Market**

All values in USD

Market	Net sales	COGS	Gross Margin	GM %
Australia	20.99M	14.08M	6.91M	32.92%
Austria	2.84M	1.98M	0.86M	30.11%
Bangladesh	6.95M	4.55M	2.40M	34.54%
Canada	35.06M	21.66M	13.39M	38.21%
China	22.89M	13.49M	9.40M	41.07%
France	25.94M	14.73M	11.22M	43.24%
Germany	12.01M	8.86M	3.14M	26.18%
India	161.26M	109.65M	51.61M	32.00%
Indonesia	18.41M	11.34M	7.07M	38.41%
Italy	11.72M	8.19M	3.53M	30.13%
Japan	7.92M	4.24M	3.69M	46.52%
Netherlands	7.98M	4.63M	3.36M	42.03%
Newzealand	11.40M	5.90M	5.50M	48.23%
Norway	13.68M	9.65M	4.03M	29.48%
Pakistan	5.66M	3.61M	2.05M	36.18%
Philippines	31.86M	19.40M	12.45M	39.09%
Poland	5.19M	2.98M	2.21M	42.56%
Portugal	11.83M	6.85M	4.98M	42.13%
South Korea	48.97M	31.38M	17.59M	35.92%
Spain	12.62M	8.44M	4.18M	33.13%
Sweden	1.77M	1.06M	0.71M	40.22%
United Kingdom	34.15M	18.74M	15.41M	45.13%
USA	87.78M	55.31M	32.47M	36.99%
<b>Grand Total</b>	<b>598.88M</b>	<b>380.71M</b>	<b>218.16M</b>	<b>36.43%</b>

**FILTERS**

market All  
region All  
customer All  
division All

**P & L****By Fiscal Years**

All values in USD

	Fiscal Years			
Values	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%



## FILTERS

region All

market All

division All

customer All

Fy	2019
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## P &amp; L

## By Fiscal Months

All values in USD

Note: Do not modify the pivot table

Quarters													Grand Total
	Q1		Q2		Q3		Q4						
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

region All

market All

division All

customer All

Fy	2020
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## P &amp; L

## By Fiscal Years

All values in USD

Quarters													Grand Total
	Q1			Q2			Q3			Q4			
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

region All

market All

division All

customer All

Fy	2021
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## P &amp; L

## By Fiscal Years

All values in USD

Quarters													Grand Total
	Q1		Q2		Q3		Q4						
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%



Net Sales  
Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

**FILTERS****Fy 2019****GM% by Quarters sub\_zone**

All values in USD

GM % Customer	Fiscal Years				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

**Fy 2020**

All values in USD

GM % Customer	Fiscal Years				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

**Fy 2021**

All values in USD

GM % Customer	Fiscal Years				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%



## FILTERS

region	All
market	All
division	All

Customer  
Net Sales Performance

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2 M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4 M	0.7M	2.3M	306.0%
Atlas Stores	0.2 M	0.7M	3.2M	470.3%
AtliQ e Store	7.2 M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6 M	17.7M	61.1M	345.8%
BestBuy	0.9 M	1.8M	6.3M	356.1%
Boulangier	0.2 M	0.8M	4.1M	492.9%
Chip 7	0.6 M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9 M	2.2M	7.7M	349.2%
Coolblue	0.5 M	1.2M	4.2M	360.0%
Costco	1.1 M	2.8M	9.3M	337.4%
Croma	1.7 M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8M	1.9M	246.9%
Digimarket	0.8 M	1.7M	4.1M	241.1%
Ebay	2.6 M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1 M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1 M	0.7M	2.3M	313.3%
Electricalslytical	1.8 M	2.6M	11.9M	457.5%
Electricalsociety	2.3 M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2 M	0.7M	3.6M	535.3%
Elite	0.4 M	0.8M	4.1M	495.5%
Elkjøp	0.5 M	1.3M	5.2M	391.9%
Epic Stores	0.4 M	0.9M	4.2M	446.1%
Euronics	0.4 M	0.9M	3.9M	444.7%
Expert	0.8 M	1.8M	6.4M	364.0%
Expression	1.7 M	3.0M	9.8M	328.2%
Ezone	1.5 M	2.0M	7.9M	391.6%
Flawless Stores	0.1 M	0.5M	1.8M	396.3%
Flipkart	2.9 M	8.3M	19.3M	231.0%
Fnac-Darty	0.5 M	0.8M	2.9M	349.8%
Forward Stores	0.6 M	1.5M	4.1M	272.0%
Girias	1.5 M	2.1M	8.7M	419.3%
Info Stores	0.1 M	0.5M	1.8M	384.1%
Insight	0.4 M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7 M	6.0M	18.8M	314.8%
Logic Stores	0.2 M	0.9M	4.8M	515.2%
Lotus	1.5 M	2.1M	8.1M	382.6%
Neptune	1.0 M	3.4M	16.1M	471.5%
Nomad Stores	0.5 M	1.6M	4.0M	246.9%



Notebillig	0.2 M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9 M	3.7M	9.9M	264.2%
Otto	0.3 M	0.4M	1.2M	298.6%
Premium Stores	0.5 M	1.1M	3.9M	353.1%
Propel	1.6 M	2.5M	10.8M	440.6%
Radio Popular	0.5 M	1.5M	5.3M	362.6%
Radio Shack	0.8 M	1.7M	5.4M	311.5%
Reliance Digital	1.6 M	2.6M	9.7M	377.9%
Relief	0.4 M	1.0M	4.1M	403.6%
Sage	4.8 M	6.4M	20.7M	321.5%
Saturn	0.2 M	0.4M	1.2M	310.5%
Sorefoz	0.6 M	1.1M	4.7M	433.6%
Sound	0.6 M	1.7M	4.4M	260.3%
Staples	1.2 M	2.9M	8.8M	307.0%
Surface Stores	0.1 M	0.5M	2.1M	398.8%
Synthetic	1.9 M	4.4M	12.2M	276.0%
Taobao	0.2 M	1.3M	3.3M	248.7%
UniEuro	0.6 M	1.6M	7.3M	457.0%
Vijay Sales	1.7 M	2.1M	8.5M	397.8%
Viveks	1.6 M	2.2M	7.8M	348.1%
walmart	1.3 M	2.6M	9.7M	370.4%
Zone	0.3 M	1.6M	5.3M	336.2%
<b>Grand Total</b>	<b>87.5 M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.5%</b>



## FILTERS

region	All
division	All

## Market

## Performance vs Target

All values in USD

Country	2019	2020	2021	2021- Target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2M	-10.5%
Austria		0.1 M	2.8 M	-0.3M	-11.7%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7M	-10.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1M	-14.5%
China	1.4 M	5.4 M	22.9 M	-2.1M	-9.0%
France	4.0 M	7.5 M	25.9 M	-2.2M	-8.4%
Germany	2.6 M	4.7 M	12.0 M	-1.5M	-12.7%
India	30.8 M	49.8 M	161.3 M	-9.6M	-5.9%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4M	-12.9%
Italy	2.9 M	4.5 M	11.7 M	-1.0M	-9.0%
Japan		1.9 M	7.9 M	-0.3M	-4.1%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7M	-8.2%
Newzealand		2.0 M	11.4 M	-1.4M	-12.3%
Norway		2.5 M	13.7 M	-1.4M	-10.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5M	-9.3%
Philippines	5.7 M	13.4 M	31.9 M	-2.5M	-7.8%
Poland	0.4 M	2.8 M	5.2 M	-0.9M	-18.1%
Portugal	0.7 M	3.6 M	11.8 M	-0.5M	-4.3%
South Korea	12.8 M	17.3 M	49.0 M	-4.4M	-8.9%
Spain		1.8 M	12.6 M	-1.8M	-14.1%
Sweden	0.1 M	0.2 M	1.8 M	-0.2M	-11.1%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0M	-8.7%
USA	11.5 M	31.9 M	87.8 M	-10.2M	-11.7%
<b>Grand Total</b>	<b>87.5 M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.2%</b>



**FILTERS**

region	All
market	All
division	All

**Top 10 Products**

All values in USD

<b>Proudct</b>	<b>2020</b>	<b>2021</b>	<b>21 vs 20</b>
AQ Elite	8.0M	15.9M	199.1%
AQ 5000 Series Ultron 8 5900X Desktop Processor	8.3M	16.3M	195.5%
AQ 5000 Series Electron 8 5900X Desktop Processor	7.8M	15.1M	193.0%
AQ Electron 5 3600 Desktop Processor	9.2M	17.7M	191.0%
AQ Gamers	7.4M	13.2M	178.6%
AQ Lite	9.2M	15.4M	167.3%
AQ Neuer SSD	7.5M	10.6M	142.3%
AQ Clx1	8.1M	11.0M	136.9%
AQ Wi Power Dx1	11.3M	11.8M	104.4%
AQ Wi Power Dx2	13.7M	13.9M	101.4%
<b>Grand Total</b>	<b>90.6M</b>	<b>140.9M</b>	<b>155.6%</b>



## FILTERS

region	All
division	All

## Top 5 Countries

All values in USD

Country	2020	2021
India	49.8M	161.3M
USA	31.9M	87.8M
South Korea	17.3M	49.0M
Canada	12.2M	35.1M
Philippines	13.4M	31.9M
<b>Grand Total</b>	<b>124.5M</b>	<b>364.9M</b>



### FILTERS

region	All
market	All

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

### Top 5 Products

All values in USD

### Filter

region	All
market	All

Proudct	Sum of Qty
AQ HOME Allin1 Gen 2	9K
AQ Home Allin1	15K
AQ Smash 2	36K
AQ Gamer 1	52K
AQ GEN Z	63K
<b>Grand Total</b>	<b>175K</b>

### Bottom 5 Products

**FILTERS**

region	All
market	All

**Division Level Report**

All values in USD

<b>Proudct</b>	<b>2020</b>	<b>2021</b>	<b>21 vs 20</b>
N & S	51.4M	94.7M	<div></div> 184.4%
P & A	105.2M	338.4M	<div></div> 321.5%
PC	40.1M	165.8M	<div></div> 413.7%
<b>Grand Total</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.5%</b>

**FILTERS**

region	All
market	All
division	All

**Only 2021 launch Product**

All values in USD

<b>Proudct</b>	<b>2020</b>	<b>2021</b>
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>