



FILTERS

region All
market All
division All

Customer

Net Sales Performance

All values are in USD

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

AtliQ Hardwares



Insight	0.4 M	1.0 M	2.8 M		271.8%
Integration Stores		0.2 M	1.4 M		887.2%
Leader	4.7 M	6.0 M	18.8 M		314.8%
Logic Stores	0.2 M	0.9 M	4.8 M		515.2%
Lotus	1.5 M	2.1 M	8.1 M		382.6%
Neptune	1.0 M	3.4 M	16.1 M		471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M		246.9%
Notebillig	0.2 M	0.4 M	1.1 M		287.4%
Nova		0.0 M	0.4 M		2664.9%
Novus	1.9 M	3.7 M	9.9 M		264.2%
Otto	0.3 M	0.4 M	1.2 M		298.6%
Premium Stores	0.5 M	1.1 M	3.9 M		353.1%
Propel	1.6 M	2.5 M	10.8 M		440.6%
Radio Popular	0.5 M	1.5 M	5.3 M		362.6%
Radio Shack	0.8 M	1.7 M	5.4 M		311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M		377.9%
Relief	0.4 M	1.0 M	4.1 M		403.6%
Sage	4.8 M	6.4 M	20.7 M		321.5%
Saturn	0.2 M	0.4 M	1.2 M		310.5%
Sorefoz	0.6 M	1.1 M	4.7 M		433.6%
Sound	0.6 M	1.7 M	4.4 M		260.3%
Staples	1.2 M	2.9 M	8.8 M		307.0%
Surface Stores	0.1 M	0.5 M	2.1 M		398.8%
Synthetic	1.9 M	4.4 M	12.2 M		276.0%
Taobao	0.2 M	1.3 M	3.3 M		248.7%
UniEuro	0.6 M	1.6 M	7.3 M		457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M		397.8%
Viveks	1.6 M	2.2 M	7.8 M		348.1%
walmart	1.3 M	2.6 M	9.7 M		370.4%
Zone	0.3 M	1.6 M	5.3 M		336.2%
Grand Total	87.5 M	196.7 M	598.9 M		304.5%



FILTERS

region All
division All

Market

Performance vs Target

All values are in USD

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



FILTERS

region	All
customer	All

Customer
Division Level Report
All values are in USD

Division	2020	2021	2021 vs 2020	
N & S	51.4 M	94.7 M		184.4%
P & A	105.2 M	338.4 M	32	1.5%
PC	40.1 M	165.8 M		413.7%
Grand Total	196.7 M	598.9 M		304.5%



FILTERS

region	All
market	All
division	All

Top 5 Products

All values are in USD

Products	Qty
AQ Gamers	3376565
AQ Gamers Ms	3975074
AQ Master wired x1 Ms	4151008
AQ Master wireless x1	3371170
AQ Master wireless x1 Ms	4126295
Grand Total	19000112



FILTERS

region	All
market	All
division	All

Bottom 5 Products

All values are in USD

Products	Qty
AQ Gamer 1	51721
AQ GEN Z	63059
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854
AQ Smash 2	36029
Grand Total	174887



FILTERS

region	All
division	All
customer	All

Customer
Net Sales Performance
All values are in USD

Customer	2020	2021
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M
AQ GT 21	0.8 M	4.4 M
AQ Home Allin1	0.7 M	5.2 M
AQ LION x1	0.0 M	0.8 M
AQ LION x2	0.1 M	0.9 M
AQ LION x3	0.1 M	1.2 M
AQ Mx NB	0.0 M	1.4 M
AQ Pen Drive DRC	0.6 M	3.8 M
AQ Smash 2	0.4 M	11.2 M
AQ Zion Saga	0.7 M	3.6 M
Grand Total	6.4 M	52.0 M

**FILTERS**

region	All
division	All
customer	All

New Products 2021

All values are in USD

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



FILTERS

region	All
customer	All

Top 5 Countries by Net sales

All values are in USD

Country	2021
Canada	35.1 M
India	161.3 M
South Korea	49.0 M
United Kingdom	34.2 M
USA	87.8 M
Grand Total	367.2 M



FILTERS

region All
division All
customer All

P & L by Fiscal Year

All values are in USD

Note: 21 vs 20 is not part of Pivot table.

Country	Fiscal Years		
	2019	2020	2021
Australia			
Net sales	3.9 M	10.7 M	21.0 M
COGS	2.2 M	5.8 M	14.1 M
Gross Margin	1.7 M	4.9 M	6.9 M
GM %	42.6%	45.9%	32.9%
Austria			
Net sales		0.1 M	2.8 M
COGS		0.1 M	2.0 M
Gross Margin		0.0 M	0.9 M
GM %		26.1%	30.1%
Bangladesh			
Net sales	0.5 M	2.3 M	7.0 M
COGS	0.3 M	1.4 M	4.5 M
Gross Margin	0.1 M	0.9 M	2.4 M
GM %	28.7%	39.6%	34.5%
Canada			
Net sales	4.8 M	12.2 M	35.1 M
COGS	2.8 M	7.1 M	21.7 M
Gross Margin	2.0 M	5.1 M	13.4 M
GM %	41.7%	41.9%	38.2%
China			
Net sales	1.4 M	5.4 M	22.9 M
COGS	0.8 M	3.3 M	13.5 M
Gross Margin	0.6 M	2.1 M	9.4 M
GM %	44.9%	38.7%	41.1%
France			
Net sales	4.0 M	7.5 M	25.9 M
COGS	2.3 M	4.3 M	14.7 M
Gross Margin	1.8 M	3.2 M	11.2 M
GM %	44.1%	43.1%	43.2%
Germany			
Net sales	2.6 M	4.7 M	12.0 M
COGS	1.6 M	3.0 M	8.9 M
Gross Margin	0.9 M	1.7 M	3.1 M



GM %	37.0%	35.6%	26.2%
India			
Net sales	30.8 M	49.8 M	161.3 M
COGS	17.8 M	33.7 M	109.7 M
Gross Margin	13.1 M	16.0 M	51.6 M
GM %	42.4%	32.2%	32.0%
Indonesia			
Net sales	2.5 M	6.2 M	18.4 M
COGS	1.5 M	3.5 M	11.3 M
Gross Margin	1.1 M	2.7 M	7.1 M
GM %	42.0%	42.9%	38.4%
Italy			
Net sales	2.9 M	4.5 M	11.7 M
COGS	1.6 M	3.1 M	8.2 M
Gross Margin	1.3 M	1.4 M	3.5 M
GM %	45.6%	30.7%	30.1%
Japan			
Net sales		1.9 M	7.9 M
COGS		1.2 M	4.2 M
Gross Margin		0.7 M	3.7 M
GM %		37.0%	46.5%
Netherlands			
Net sales	0.2 M	3.4 M	8.0 M
COGS	0.1 M	1.8 M	4.6 M
Gross Margin	0.1 M	1.6 M	3.4 M
GM %	36.4%	47.8%	42.0%
Newzealand			
Net sales		2.0 M	11.4 M
COGS		1.5 M	5.9 M
Gross Margin		0.5 M	5.5 M
GM %		26.4%	48.2%
Norway			
Net sales		2.5 M	13.7 M
COGS		1.5 M	9.6 M
Gross Margin		0.9 M	4.0 M
GM %		37.7%	29.5%
Pakistan			
Net sales	0.6 M	4.7 M	5.7 M
COGS	0.4 M	2.7 M	3.6 M
Gross Margin	0.2 M	2.0 M	2.0 M
GM %	39.7%	42.8%	36.2%
Philiphines			
Net sales	5.7 M	13.4 M	31.9 M



FILTERS

region All
division All
customer All
FY **2019**

P & L by Fiscal Year

All values are in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net sales	6.5 M	8.0 M	10.7 M	11.4 M	6.5 M	6.1 M	6.4 M	6.3 M	6.5 M	6.2 M	6.5 M	6.3 M	87.5 M
COGS	3.8 M	4.7 M	6.3 M	6.7 M	3.9 M	3.5 M	3.8 M	3.7 M	3.8 M	3.6 M	3.8 M	3.7 M	51.2 M
Gross Margin	2.6 M	3.4 M	4.5 M	4.7 M	2.7 M	2.6 M	2.7 M	2.6 M	2.6 M	2.6 M	2.7 M	2.6 M	36.2 M
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
division All
customer All
FY **2020**

P & L by Fiscal Year

All values are in USD

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

AtliQ Hardwares



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

division All

P & L by Fiscal Year

customer All

All values are in USD

FY **2021**

	Quarters												
	Q1			Q2			Q3			Q4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net sales	44.8 M	54.6 M	74.3 M	78.1 M	44.8 M	41.8 M	44.0 M	43.5 M	44.4 M	41.5 M	44.0 M	43.0 M	598.9 M
COGS	28.4 M	34.7 M	47.4 M	49.8 M	28.4 M	26.5 M	28.0 M	27.7 M	28.1 M	26.4 M	28.0 M	27.4 M	380.7 M
Gross Margin	16.4 M	19.9 M	27.0 M	28.3 M	16.4 M	15.3 M	16.0 M	15.8 M	16.3 M	15.1 M	16.0 M	15.6 M	218.2 M
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%
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%	125%