

**FILTERS**

sub\_zone All  
 FY 2021  
 region All

**P&L for market**

All Values are in USD

Country	Netsales	COGS	Gross Margir	GM%
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philiphines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingd	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%

## FILTERS

## GM % by Quarters (Sub\_Zone)

FY 2019

GM%	Fiscal Year				
Sub_Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

FY 2020

GM%	Fiscal Year				
Sub_Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

FY 2021











GM%	Fiscal Year				
Sub_Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%

**FILTERS**

region All  
 market All  
 division All

**Top 10 Product-2021**

All Values in USD

Customer	2020	2021	20 VS 21
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	 541.3%
AQ GT 21	0.8M	4.4M	 461.1%
AQ Home Allin1	0.7M	5.2M	 669.0%
AQ LION x1	0.0M	0.8M	 1619.5%
AQ LION x2	0.1M	0.9M	 1668.9%
AQ LION x3	0.1M	1.2M	 1692.3%
AQ Mx NB	0.0M	1.4M	 5623.5%
AQ Pen Drive DRC	0.6M	3.8M	 487.7%
AQ Smash 2	0.4M	11.2M	 2489.5%
AQ Zion Saga	0.7M	3.6M	 428.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.0%</b>



FILTERS

division	All
market	All
region	All

P&L by Fiscal Year

All Values are in USD  
Note: 21 vs 20 is not part of pivot table

	Fiscal Year			
Metrics	2019	2020	2021	21VS20
Netsales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margi	36.2M	73.3M	218.2M	197.6%
GM%	41.4%	37.3%	36.4%	-2.3%






































## FILTERS

region	All
market	All
division	All

## Customers

## Net Sales Performance

All Values are USD

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

# AtliQ Hardwares



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



## FILTERS

region	All
division	All
customer	All

## New Products-2021

All Values in USD

Product	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>



## FILTERS

region	All
customer	All

## Top 5 Country- 2021

All Values in USD

Country	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>





## FILTERS

division	All
market	All
region	All

## Market

## Performance VS Target

All Values in USD

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