



FILTERS

region	All
division	All
market	All

Customer

Net Sales Performance

All values are in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.42m	2.89m	10.92m	378.1%
All-Out		0.16m	0.81m	495.7%
Amazon	12.17m	37.51m	82.09m	218.9%
Argos (Sainsbury's)	0.35m	0.74m	2.27m	306.0%
Atlas Stores	0.18m	0.67m	3.17m	470.3%
AtliQ e Store	7.18m	23.67m	52.98m	223.8%
AtliQ Exclusive	9.58m	17.68m	61.12m	345.8%
BestBuy	0.85m	1.77m	6.31m	356.1%
Boulanger	0.24m	0.83m	4.07m	492.9%
Chip 7	0.60m	1.32m	5.51m	416.1%
Chiptec		0.42m	3.02m	722.0%
Control	0.91m	2.20m	7.67m	349.2%
Coolblue	0.46m	1.18m	4.25m	360.0%
Costco	1.14m	2.75m	9.29m	337.4%
Croma	1.67m	2.47m	7.55m	305.1%
Currys (Dixons Carphone)	0.29m	0.76m	1.87m	246.9%
Digimarket	0.80m	1.72m	4.14m	241.1%
Ebay	2.61m	6.27m	15.17m	242.2%
Electricalsara Stores	0.12m	0.65m	1.85m	286.0%
Electricalsbea Stores		0.14m	0.72m	504.6%
Electricalslance Stores	0.10m	0.75m	2.35m	313.3%
Electricalslytical	1.80m	2.61m	11.94m	457.5%
Electricalsocity	2.34m	3.46m	12.42m	358.8%
Electricalsquipo Stores	0.18m	0.68m	3.64m	535.3%
Elite	0.42m	0.83m	4.13m	495.5%
Elkjøp	0.46m	1.32m	5.16m	391.9%
Epic Stores	0.41m	0.94m	4.19m	446.1%
Euronics	0.36m	0.88m	3.90m	444.7%
Expert	0.79m	1.77m	6.43m	364.0%
Expression	1.65m	2.99m	9.82m	328.2%
Ezone	1.53m	2.02m	7.92m	391.6%
Flawless Stores	0.07m	0.46m	1.81m	396.3%
Flipkart	2.94m	8.35m	19.29m	231.0%
Fnac-Darty	0.54m	0.82m	2.87m	349.8%
Forward Stores	0.56m	1.50m	4.07m	272.0%
Girias	1.55m	2.07m	8.67m	419.3%
Info Stores	0.07m	0.48m	1.84m	384.1%
Insight	0.42m	1.01m	2.76m	271.8%
Integration Stores		0.16m	1.44m	887.2%
Leader	4.68m	5.97m	18.80m	314.8%
Logic Stores	0.17m	0.93m	4.81m	515.2%

AtliQ Hardwares



Lotus	1.48m	2.11m	8.09m	382.6%
Neptune	0.99m	3.42m	16.11m	471.5%
Nomad Stores	0.53m	1.63m	4.02m	246.9%
Notebillig	0.25m	0.39m	1.12m	287.4%
Nova		0.01m	0.35m	2664.9%
Novus	1.87m	3.73m	9.85m	264.2%
Otto	0.26m	0.40m	1.20m	298.6%
Premium Stores	0.46m	1.10m	3.88m	353.1%
Propel	1.59m	2.46m	10.83m	440.6%
Radio Popular	0.51m	1.45m	5.27m	362.6%
Radio Shack	0.81m	1.75m	5.44m	311.5%
Reliance Digital	1.62m	2.57m	9.73m	377.9%
Relief	0.39m	1.01m	4.06m	403.6%
Sage	4.83m	6.44m	20.70m	321.5%
Saturn	0.23m	0.38m	1.19m	310.5%
Sorefoz	0.55m	1.07m	4.66m	433.6%
Sound	0.56m	1.67m	4.36m	260.3%
Staples	1.24m	2.85m	8.75m	307.0%
Surface Stores	0.09m	0.53m	2.12m	398.8%
Synthetic	1.89m	4.42m	12.19m	276.0%
Taobao	0.22m	1.33m	3.30m	248.7%
UniEuro	0.60m	1.61m	7.35m	457.0%
Vijay Sales	1.73m	2.15m	8.53m	397.8%
Viveks	1.55m	2.24m	7.78m	348.1%
walmart	1.26m	2.63m	9.73m	370.4%
Zone	0.34m	1.56m	5.26m	336.2%
Grand Total	87.48m	196.69m	598.88m	304.5%



FILTERS

region	All
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Market

Performance vs target

All values are in USD

Customer	2019	2020	2021	2021-target	%
Australia	3.88m	10.70m	20.99m	-2.21m	-10.5%
Austria		0.12m	2.84m	-0.33m	-11.7%
Bangladesh	0.48m	2.26m	6.95m	-0.72m	-10.3%
Canada	4.76m	12.17m	35.06m	-5.07m	-14.5%
China	1.43m	5.42m	22.89m	-2.07m	-9.0%
France	4.04m	7.47m	25.94m	-2.19m	-8.4%
Germany	2.56m	4.69m	12.01m	-1.53m	-12.7%
India	30.82m	49.77m	161.26m	-9.55m	-5.9%
Indonesia	2.52m	6.21m	18.41m	-2.38m	-12.9%
Italy	2.90m	4.46m	11.72m	-1.05m	-9.0%
Japan		1.88m	7.92m	-0.33m	-4.1%
Netherlands	0.23m	3.36m	7.98m	-0.66m	-8.2%
Newzealand		1.99m	11.40m	-1.40m	-12.3%
Norway		2.48m	13.68m	-1.44m	-10.5%
Pakistan	0.62m	4.69m	5.66m	-0.52m	-9.3%
Philippines	5.69m	13.37m	31.86m	-2.50m	-7.8%
Poland	0.41m	2.79m	5.19m	-0.94m	-18.1%
Portugal	0.75m	3.59m	11.83m	-0.51m	-4.3%
South Korea	12.80m	17.28m	48.97m	-4.36m	-8.9%
Spain		1.77m	12.62m	-1.79m	-14.1%
Sweden	0.05m	0.23m	1.77m	-0.20m	-11.1%
United Kingdom	2.00m	8.08m	34.15m	-2.98m	-8.7%
USA	11.53m	31.92m	87.78m	-10.24m	-11.7%
Grand Total	87.48m	196.69m	598.88m	-54.94m	-9.2%



FILTERS

region	All
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Top 10

Products

All values are in USD

Customer	2020	2021	2021 vs 2020
AQ Mx NB	0.03m	1.44m	5623.5%
AQ Smash 2	0.43m	11.21m	2489.5%
AQ LION x3	0.07m	1.23m	1692.3%
AQ LION x2	0.05m	0.94m	1668.9%
AQ LION x1	0.05m	0.84m	1619.5%
AQ Home Allin1	0.67m	5.16m	669.0%
AQ Electron 4 3600 Desktop Processor	3.02m	19.35m	541.3%
AQ Pen Drive DRC	0.65m	3.81m	487.7%
AQ GT 21	0.78m	4.38m	461.1%
AQ Zion Saga	0.69m	3.64m	428.5%
Grand Total	6.43m	51.99m	



FILTERS

region	All
market	All

DIVISION WISE
PERFORMANCE

All values are in USD

Customer	2020	2021	2021 vs 2020
N & S	51.38m	94.73m	<div></div> 84.4%
P & A	105.24m	338.38m	<div></div> 221.5%
PC	40.07m	165.76m	<div></div> 313.7%
Grand Total	196.69m	598.88m	204.5%



FILTERS

region	All
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Top 5
Products by units

Products	Qty
AQ Gamers	3.38m
AQ Gamers Ms	3.98m
AQ Master wired x1 M	4.15m
AQ Master wireless x1	3.37m
AQ Master wireless x1	4.13m
Grand Total	19.00m

region	All
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market	All

Bottom 5
Products by units

Products	Qty
AQ Gamer 1	51.72k
AQ GEN Z	63.06k
AQ Home Allin1	15.22k
AQ HOME Allin1 Gen 2	8.85k
AQ Smash 2	36.03k
Grand Total	174.89k

**FILTERS**

region All

division All

market All

New Products in**2021 and sales.**

All values are in USD

Customer	2020	2021
AQ Clx3		4.39m
AQ Electron 3 3600 Desktop Processor		14.21m
AQ Gen Y		19.52m
AQ GEN Z		11.70m
AQ HOME Allin1 Gen 2		3.51m
AQ Lumina Ms		4.21m
AQ Marquee P3		4.86m
AQ Marquee P4		1.68m
AQ Maxima Ms		13.66m
AQ MB Lito		2.85m
AQ MB Lito 2		2.29m
AQ Qwerty		21.98m
AQ Qwerty Ms		15.41m
AQ Trigger		20.74m
AQ Trigger Ms		17.90m
AQ Wi Power Dx3		17.25m
Grand Total		176.16m



FILTERS

region	All
customer	All

COUNTRIES	net sales 2021
Canada	35.06m
India	161.26m
South Korea	48.97m
United Kingdom	34.15m
USA	87.78m
Grand Total	367.22m

**Top 5 countries
by Net Sales 2021**
All values in USD