



Division Level Report

All values are in USD

region All  
customer All

Division	Net Sales 20	Net Sales 21	21 vs 20	
N & S	51.4M	94.7M		184.38%
P & A	105.2M	338.4M		321.53%
PC	40.1M	165.8M		413.70%
Grand Total	196.7M	598.9M		304.48%

region All  
division All

**Market**  
**Performance vs Target**  
**All values are in USD**

Customer	Net Sales 19	Net Sales 20	Net Sales 21	target 21	2021-Target	%
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-9.54%
Austria		0.1M	2.8M	3.2M	-0.3M	-10.50%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-9.35%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-12.63%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-8.28%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-7.78%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-11.29%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.59%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-11.45%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.22%
Japan		1.9M	7.9M	8.2M	-0.3M	-3.96%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-7.59%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-10.95%
Norway		2.5M	13.7M	15.1M	-1.4M	-9.50%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-8.48%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.27%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-15.35%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.12%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.18%
Spain		1.8M	12.6M	14.4M	-1.8M	-12.39%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-10.00%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.02%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-10.44%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>653.8M</b>	<b>-54.9M</b>	<b>-8.40%</b>



region All  
division All  
customer All

Top 10 Products  
All values are in USD

Customer	Net Sales 20	Net Sales 21	21 vs 20	
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	<div></div>	641.26%
AQ GT 21	0.8M	4.4M	<div></div>	561.14%
AQ Home Allin1	0.7M	5.2M	<div></div>	768.99%
AQ LION x1	0.0M	0.8M	<div></div>	1719.49%
AQ LION x2	0.1M	0.9M	<div></div>	1768.87%
AQ LION x3	0.1M	1.2M	<div></div>	1792.25%
AQ Mx NB	0.0M	1.4M	<div></div>	5723.52%
AQ Pen Drive DRC	0.6M	3.8M	<div></div>	587.66%
AQ Smash 2	0.4M	11.2M	<div></div>	2589.49%
AQ Zion Saga	0.7M	3.6M	<div></div>	528.55%
Grand Total	6.4M	52.0M		808.04%



region	All
division	All
customer	All

**Top 5 Products**  
All Values are in USD

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>

region	All
division	All
customer	All

**Bottom 5 Products**  
All Values are in USD

Products	Qty
AQ Gamer 1	0.1M
AQ GEN Z	0.1M
AQ Home Allin1	0.0M
AQ HOME Allin1 Gen 2	0.0M
AQ Smash 2	0.0M
<b>Grand Total</b>	<b>0.2M</b>

region	All
division	All
customer	All

**New Products 21**  
All Values are in USD

Products	Net Sales	Net Sales 21
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop Processo		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>

Top 5 countries 21  
All Values are in USD

region	All
customer	All

Country	Net Sales 21
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>

region All  
market All  
division All

**Customer**  
**Net Sales Performance**

Customer	Net Sales	Net Sales 19	Net Sales 20	Net Sales 21	21 vs 20
Acclaimed Stores	15.2M	1.4M	2.9M	10.9M	378.08%
All-Out	1.0M		0.2M	0.8M	495.70%
Amazon	131.8M	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	3.4M	0.4M	0.7M	2.3M	305.98%
Atlas Stores	4.0M	0.2M	0.7M	3.2M	470.34%
Atliq e Store	83.8M	7.2M	23.7M	53.0M	223.83%
Atliq Exclusive	88.4M	9.6M	17.7M	61.1M	345.77%
BestBuy	8.9M	0.9M	1.8M	6.3M	356.08%
Boulangier	5.1M	0.2M	0.8M	4.1M	492.93%
Chip 7	7.4M	0.6M	1.3M	5.5M	416.07%
Chiptec	3.4M		0.4M	3.0M	722.03%
Control	10.8M	0.9M	2.2M	7.7M	349.23%
Coolblue	5.9M	0.5M	1.2M	4.2M	360.00%
Costco	13.2M	1.1M	2.8M	9.3M	337.37%
Croma	11.7M	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	2.9M	0.3M	0.8M	1.9M	246.94%
Digimarket	6.7M	0.8M	1.7M	4.1M	241.05%
Ebay	24.0M	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	2.6M	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores	0.9M		0.1M	0.7M	504.64%
Electricalslance Stores	3.2M	0.1M	0.7M	2.3M	313.34%
Electricalslytical	16.4M	1.8M	2.6M	11.9M	457.50%
Electricalsocity	18.2M	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	4.5M	0.2M	0.7M	3.6M	535.32%
Elite	5.4M	0.4M	0.8M	4.1M	495.52%
Elkjøp	6.9M	0.5M	1.3M	5.2M	391.90%
Epic Stores	5.5M	0.4M	0.9M	4.2M	446.06%
Euronics	5.1M	0.4M	0.9M	3.9M	444.67%
Expert	9.0M	0.8M	1.8M	6.4M	363.98%
Expression	14.5M	1.7M	3.0M	9.8M	328.24%
Ezone	11.5M	1.5M	2.0M	7.9M	391.62%
Flawless Stores	2.3M	0.1M	0.5M	1.8M	396.28%
Flipkart	30.6M	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	4.2M	0.5M	0.8M	2.9M	349.77%
Forward Stores	6.1M	0.6M	1.5M	4.1M	271.97%
Girias	12.3M	1.5M	2.1M	8.7M	419.29%
Info Stores	2.4M	0.1M	0.5M	1.8M	384.09%
Insight	4.2M	0.4M	1.0M	2.8M	271.84%
Integration Stores	1.6M		0.2M	1.4M	887.19%
Leader	29.5M	4.7M	6.0M	18.8M	314.81%
Logic Stores	5.9M	0.2M	0.9M	4.8M	515.17%



Lotus	11.7M	1.5M	2.1M	8.1M	382.61%
Neptune	20.5M	1.0M	3.4M	16.1M	471.50%
Nomad Stores	6.2M	0.5M	1.6M	4.0M	246.89%
Notebillig	1.8M	0.2M	0.4M	1.1M	287.39%
Nova	0.4M		0.0M	0.4M	2664.92%
Novus	15.4M	1.9M	3.7M	9.9M	264.20%
Otto	1.9M	0.3M	0.4M	1.2M	298.58%
Premium Stores	5.4M	0.5M	1.1M	3.9M	353.09%
Propel	14.9M	1.6M	2.5M	10.8M	440.64%
Radio Popular	7.2M	0.5M	1.5M	5.3M	362.56%
Radio Shack	8.0M	0.8M	1.7M	5.4M	311.51%
Reliance Digital	13.9M	1.6M	2.6M	9.7M	377.90%
Relief	5.5M	0.4M	1.0M	4.1M	403.57%
Sage	32.0M	4.8M	6.4M	20.7M	321.52%
Saturn	1.8M	0.2M	0.4M	1.2M	310.46%
Sorefoz	6.3M	0.6M	1.1M	4.7M	433.63%
Sound	6.6M	0.6M	1.7M	4.4M	260.26%
Staples	12.8M	1.2M	2.9M	8.8M	306.95%
Surface Stores	2.7M	0.1M	0.5M	2.1M	398.80%
Synthetic	18.5M	1.9M	4.4M	12.2M	275.98%
Taobao	4.8M	0.2M	1.3M	3.3M	248.66%
UniEuro	9.6M	0.6M	1.6M	7.3M	457.03%
Vijay Sales	12.4M	1.7M	2.1M	8.5M	397.78%
Viveks	11.6M	1.6M	2.2M	7.8M	348.10%
walmart	13.6M	1.3M	2.6M	9.7M	370.45%
Zone	7.2M	0.3M	1.6M	5.3M	336.20%
<b>Grand Total</b>	<b>883.0M</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.48%</b>



division	All
region	All
market	All
customer	All

P & L

By Fiscal Year FY

All Values are in USD

Note : 21 vs 20 is not a part of pivot table

Metrics	Fiscal Year			
	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%







region All  
sub\_zone All  
FY 2021

## P &amp; L

## For Markets

All Values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20991M	14081M	6911M	32.92%
Austria	2840M	1985M	855M	30.11%
Bangladesh	6950M	4550M	2401M	34.54%
Canada	35059M	21664M	13395M	38.21%
China	22886M	13486M	9400M	41.07%
France	25944M	14726M	11218M	43.24%
Germany	12006M	8863M	3143M	26.18%
India	161263M	109653M	51610M	32.00%
Indonesia	18415M	11342M	7073M	38.41%
Italy	11718M	8187M	3531M	30.13%
Japan	7922M	4237M	3685M	46.52%
Netherlands	7984M	4628M	3356M	42.03%
Newzealand	11402M	5903M	5499M	48.23%
Norway	13678M	9645M	4032M	29.48%
Pakistan	5657M	3610M	2047M	36.18%
Philippines	31857M	19404M	12454M	39.09%
Poland	5189M	2981M	2209M	42.56%
Portugal	11830M	6846M	4983M	42.13%
South Korea	48965M	31376M	17590M	35.92%
Spain	12619M	8438M	4181M	33.13%
Sweden	1768M	1057M	711M	40.22%
United Kingdom	34152M	18739M	15413M	45.13%
USA	87781M	55313M	32468M	36.99%
<b>Grand Total</b>	<b>598877M</b>	<b>380714M</b>	<b>218163M</b>	<b>36.43%</b>

### GM% by Quarters (sub\_zone)

All Values are in USD

FY 2019

GM % Market	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%	44.01%	44.2%	44.2%

FY 2020

GM % Market	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%	38.16%	37.8%	37.9%

FY 2021

GM % Market	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%	38.60%	38.5%	38.5%



Atliq Hardware

region All  
market All  
division All  
customer All  
FY 2019

P & L  
By Fiscal Months  
All Values are in USD

Note : Donot modify the pivot table

Metrics	Quarter Q1			Q2		Q3			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%

region All  
market All  
division All  
customer All  
FY 2020

P & L  
By Fiscal Months  
All Values are in USD

Note : Donot modify the pivot table

Metrics	Quarter Q1			Q2		Q3			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%

region All  
market All  
division All  
customer All  
FY 2021

P & L  
By Fiscal Months  
All Values are in USD

Note : Donot modify the pivot table

Metrics	Quarter Q1			Q2		Q3			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%



Net Sales Comparision

2021 vs 202	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	#####	347.0%
2020 vs 201	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%



Q4 Jun	Jul	Aug	Grand Total
6.2M	6.5M	6.3M	87.5M
3.6M	3.8M	3.7M	51.2M
2.6M	2.7M	2.6M	36.2M
42.0%	41.5%	41.4%	41.4%

Q4 Jun	Jul	Aug	Grand Total
14.9M	16.1M	16.5M	196.7M
9.3M	10.2M	10.5M	123.4M
5.5M	5.9M	6.1M	73.3M
37.3%	36.7%	36.8%	37.3%

Q4 Jun	Jul	Aug	Grand Total
41.5M	44.0M	43.0M	598.9M
26.4M	28.0M	27.4M	380.7M
15.1M	16.0M	15.6M	218.2M
36.4%	36.4%	36.3%	36.4%



178.6%	173.9%	160.3%	204.5%
140.7%	148.0%	162.0%	124.8%

