

Customer Net Sales

region	All
market	All
division	All

Customer	2019	2020	2021	21 VS 20
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%
Croma	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%
Electricalsociety	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%
Elkjøp	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%
Insight	0.4M	1.0M	2.8M	271.8%

AtliQ Hardware



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

Market Performance vs Target

region	All
division	All

Country	2019	2020	2021	2021 - Target	2021 - Target %
Australia	3.9M	10.7M	21.0M	-2.21M	-10.5%
Austria		0.1M	2.8M	-0.33M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.72M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.07M	-14.5%
China	1.4M	5.4M	22.9M	-2.07M	-9.0%
France	4.0M	7.5M	25.9M	-2.19M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.53M	-12.7%
India	30.8M	49.8M	161.3M	-9.55M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.38M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.05M	-9.0%
Japan		1.9M	7.9M	-0.33M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.66M	-8.2%
Newzealand		2.0M	11.4M	-1.40M	-12.3%
Norway		2.5M	13.7M	-1.44M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.52M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.50M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.94M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.51M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.36M	-8.9%
Spain		1.8M	12.6M	-1.79M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.20M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-2.98M	-8.7%
USA	11.5M	31.9M	87.8M	-10.24M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.94M	-9.2%





Top Products

region	All
division	All
customer	All

Country	2020	2021	21 VS 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
Grand Total	6.4M	52.0M	808.0%









Division Level Report

region	All
customer	All

Country	2020	2021	21 VS 20
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%





Top 5 Products

region	All
division	All
customer	All

Country	Quantity
AQ Gamers	3.38M
AQ Gamers Ms	3.98M
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1	3.37M
AQ Master wireless x1 Ms	4.13M
Grand Total	19.00M









Bottom 5 Products

region	All
division	All
customer	All

Country	Quantity in K
AQ Gamer 1	51.72 K
AQ GEN Z	63.06 K
AQ Home Allin1	15.22 K
AQ HOME Allin1 Gen 2	8.85 K
AQ Smash 2	36.03 K
Grand Total	174.89 K









2021 New Products

region	All
division	All
customer	All

Country	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









Top 5 Country - 2021

region	All
customer	All

Country	2021
Canada	35.06M
India	161.26M
South Korea	48.97M
United Kingdom	34.15M
USA	87.78M
Grand Total	367.22M





