

## FILTERS

























region	All
market	All
division	All

## Customer

## Net sales Performance

All Values are in USD

Customers	19	20	21	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
AltIQ e Store	7.2 M	23.7 M	53.0 M	223.8%
AltIQ Exclusive	8.1 M	15.6 M	52.8 M	338.6%
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 Exclusive	1.5 M	2.1 M	8.3 M	399.5%
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%
Elkj�p	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%
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%
<b>Grand Total</b>	<b>87.5 M</b>	<b>196.7 M</b>	<b>598.9 M</b>		<b>304.5%</b>

region	All
division	All
Customer	All

**Customer**  
**Net sales Performance**  
 All Values are in USD

Country	19	20	21	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%
<b>Grand Total</b>	<b>87.5 M</b>	<b>196.7 M</b>	<b>598.9 M</b>	<b>-54.9 M</b>	<b>-9.2%</b>

## FILTERS

region	All
division	All
customer	All

## Top 10 Products

All Values are in USD

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

FILTERS

region	All
customer	All

Division Level Report  
All Values are in USD

Division	2020	2021	21 vs 20
N & S	51.4 M	94.7 M	<div></div> 184.4%
P & A	105.2 M	338.4 M	<div></div> 321.5%
PC	40.1 M	165.8 M	<div></div> 413.7%
Grand Total	196.7 M	598.9 M	304.5%

FILTERS

region	All
division	All
customer	All

Top 5 Products

All Values are in USD

Division	Qty
AQ Gamers	3.4 M
AQ Gamers Ms	4.0 M
AQ Master wired x1 Ms	4.2 M
AQ Master wireless x1	3.4 M
AQ Master wireless x1 M	4.1 M
Grand Total	19.0 M

FILTERS

region	All
division	All
customer	All

Bottom 5 Products

All Values are in USD

Division	Qty
AQ Gamer 1	52 K
AQ GEN Z	63 K
AQ Home Allin1	15 K
AQ HOME Allin1 Gen 2	9 K
AQ Smash 2	36 K
Grand Total	175 K

**FILTERS**

region	All
division	All
customer	All

**New Product 2021****All Values are in USD**

<b>Products</b>	<b>2020</b>	<b>2021</b>
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
<b>Grand Total</b>		<b>176.2 M</b>

**FILTERS**

division	All
region	All
customer	All

**Country Wise Sales**

All Values are in USD

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



FILTERS

region	All
market	All
division	All
Customer	All

Fiscal Year  
P&L Report

All Values are in USD

Values	Fiscal Year			21 vs 20
	2019	2020	2021	
Net sales	87.5 M	196.7 M	598.9 M	204.5%
COGS	51.2 M	123.4 M	380.7 M	208.6%
Gross Margin	36.2 M	73.3 M	218.2 M	197.6%
GM%	41.4%	37.3%	36.4%	-2.3%

## FILTERS

region	All
market	All
division	All
Customer	All
FY	2019

## P&amp;L

## Fiscal Year

All Values are in USD

Fiscal Year														Grand Total
Values	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
market	All
division	All
Customer	All
FY	2020

## P&amp;L

## Fiscal Year

All Values are in USD

Fiscal Year														Grand Total
Values	Q1			Q2			Q3			Q4				
	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	
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
market	All
division	All
Customer	All
FY	2021

## P&amp;L

## Fiscal Year

All Values are in USD

Fiscal Year														Grand Total
Values	Q1	Q2			Q3			Q4						
	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 Comparson

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%	204.5%
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%	124.8%

## FILTERS

## GM% by Quarters (SubZone)

FY 2019

GM%	Quarters				
	Q1	Q2	Q3	Q4	Grand Total
Sub Zone					
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%	Quarters				
	Q1	Q2	Q3	Q4	Grand Total
Sub Zone					
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%	Quarters				
	Q1	Q2	Q3	Q4	Grand Total
Sub Zone					
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
sub_zone	All
FY	2021

## P&amp;L

## For Market

All Values are in USD

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