

Customer Net Sales Performance Report

Note: Do not modify the Pivot Table

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

Note: Do not modify the Pivot Table

Filter		*All values are in USD						
region	All							
division	All							
Market	2019	2020	2021	2021 vs 2020	Target	2021 - Target	(2021-Target)%	
Australia	3.9M	10.7M	21.0M	196.22%	23.2M	-2.2M	-9.5%	
Austria		0.1M	2.8M	2401.31%	3.2M	-0.3M	-10.5%	
Bangladesh	0.5M	2.3M	7.0M	307.70%	7.7M	-0.7M	-9.3%	
Canada	4.8M	12.2M	35.1M	288.06%	40.1M	-5.1M	-12.6%	
China	1.4M	5.4M	22.9M	421.98%	25.0M	-2.1M	-8.3%	
France	4.0M	7.5M	25.9M	347.23%	28.1M	-2.2M	-7.8%	
Germany	2.6M	4.7M	12.0M	256.22%	13.5M	-1.5M	-11.3%	
India	30.8M	49.8M	161.3M	324.02%	170.8M	-9.6M	-5.6%	
Indonesia	2.5M	6.2M	18.4M	296.69%	20.8M	-2.4M	-11.5%	
Italy	2.9M	4.5M	11.7M	262.53%	12.8M	-1.0M	-8.2%	
Japan		1.9M	7.9M	421.11%	8.2M	-0.3M	-4.0%	
Netherlands	0.2M	3.4M	8.0M	237.91%	8.6M	-0.7M	-7.6%	
Newzealand		2.0M	11.4M	574.29%	12.8M	-1.4M	-11.0%	
Norway		2.5M	13.7M	551.83%	15.1M	-1.4M	-9.5%	
Pakistan	0.6M	4.7M	5.7M	120.51%	6.2M	-0.5M	-8.5%	
Philippines	5.7M	13.4M	31.9M	238.36%	34.4M	-2.5M	-7.3%	
Poland	0.4M	2.8M	5.2M	185.81%	6.1M	-0.9M	-15.3%	
Portugal	0.7M	3.6M	11.8M	329.81%	12.3M	-0.5M	-4.1%	
South Korea	12.8M	17.3M	49.0M	283.31%	53.3M	-4.4M	-8.2%	
Spain		1.8M	12.6M	711.42%	14.4M	-1.8M	-12.4%	
Sweden	0.1M	0.2M	1.8M	781.92%	2.0M	-0.2M	-10.0%	
United Kingdom	2.0M	8.1M	34.2M	422.73%	37.1M	-3.0M	-8.0%	
USA	11.5M	31.9M	87.8M	274.99%	98.0M	-10.2M	-10.4%	
Grand Total	87.5M	196.7M	598.9M	304.48%	653.8M	-54.9M	-8.4%	



Top 10 Products Based On Net Sales Growth%

Note: Do not modify the Pivot Table

Filter	
region	All
market	All
division	All

*All values are in USD

Product	2019	2020	2021	2021 vs 2020
AQ Mx NB		0.0M	1.4M	5723.52%
AQ Smash 2		0.4M	11.2M	2589.49%
AQ LION x3		0.1M	1.2M	1792.25%
AQ LION x2		0.1M	0.9M	1768.87%
AQ LION x1		0.0M	0.8M	1719.49%
AQ Home Allin1		0.7M	5.2M	768.99%
AQ Electron 4 3600 Desktop Processor		3.0M	19.4M	641.26%
AQ Pen Drive DRC		0.6M	3.8M	587.66%
AQ GT 21		0.8M	4.4M	561.14%
AQ Zion Saga		0.7M	3.6M	528.55%
Grand Total	6.4M	52.0M		808.04%



Division Performance Report

Note: Do not modify the Pivot Table

Filter		*All values are in USD	
region	All		
market	All		

Division	2020	2021	2021 vs 2020
N & S	51.4M	94.7M	<div></div> 184.38%
P & A	105.2M	338.4M	<div></div> 321.53%
PC	40.1M	165.8M	<div></div> 413.70%
Grand Total	196.7M	598.9M	304.48%

Top 5 Highest Sold Products

Note: Do not modify the Pivot Table

Filter	
region	All
market	All
division	All

Product	Quantity Sold
AQ Master wired x1 Ms	41,51,008
AQ Master wireless x1 Ms	41,26,295
AQ Gamers Ms	39,75,074
AQ Gamers	33,76,565
AQ Master wireless x1	33,71,170
Grand Total	1,90,00,112

Top 5 Least Sold Products

Note: Do not modify the Pivot Table

Filter	
region	All
market	All
division	All

Product	Quantity Sold
AQ HOME Allin1 Gen 2	8,854
AQ Home Allin1	15,224
AQ Smash 2	36,029
AQ Gamer 1	51,721
AQ GEN Z	63,059
Grand Total	1,74,887

Products Sold in 2021 Only

Note: Do not modify the Pivot Table

*All values are in USD(\$)

Filter	
region	All
market	All
division	All

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
Grand Total	176.2M

Top 5 Nations(2021 Net Sales)

Note: Do not modify the Pivot Table

*All values are in USD(\$)

Filter	
region	All
division	All

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



Profit & Loss Statement

Note: Do not modify the Pivot Table

Filter		
customer	All	*All values are in USD Note: "2021 vs 2020" is not included to the pivot table
market	All	
division	All	
region	All	

	FY			
Metrics	2019	2020	2021	2021 vs 2020
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%

P & L Report By Fiscal Months

Note: Do not modify the Pivot Table

Filter

customer All
market All
division All
region All
FY 2019

*All values are in USD(\$)

	Quarter												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
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%

Filter

customer All
market All
division All
region All
FY 2020

*All values are in USD(\$)

	Quarter												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
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%

Filter

customer All
market All
division All
region All
FY 2021

*All values are in USD(\$)

	Quarter												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
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 Comparison	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Overall %
2021 vs 2020	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%
2020 vs 2019	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%

Market Performance Analysis(FY21)

Note: Do not modify the Pivot Table

*All values are in USD

Filter	
region	All
sub_zone	All
FY	2021

Market	Net Sales	COGS	Gross Margin	GM%
Australia	20.99M	14.08M	6.91M	32.9%
Austria	2.84M	1.98M	0.86M	30.1%
Bangladesh	6.95M	4.55M	2.40M	34.5%
Canada	35.06M	21.66M	13.39M	38.2%
China	22.89M	13.49M	9.40M	41.1%
France	25.94M	14.73M	11.22M	43.2%
Germany	12.01M	8.86M	3.14M	26.2%
India	161.26M	109.65M	51.61M	32.0%
Indonesia	18.41M	11.34M	7.07M	38.4%
Italy	11.72M	8.19M	3.53M	30.1%
Japan	7.92M	4.24M	3.69M	46.5%
Netherlands	7.98M	4.63M	3.36M	42.0%
Newzealand	11.40M	5.90M	5.50M	48.2%
Norway	13.68M	9.65M	4.03M	29.5%
Pakistan	5.66M	3.61M	2.05M	36.2%
Philippines	31.86M	19.40M	12.45M	39.1%
Poland	5.19M	2.98M	2.21M	42.6%
Portugal	11.83M	6.85M	4.98M	42.1%
South Korea	48.97M	31.38M	17.59M	35.9%
Spain	12.62M	8.44M	4.18M	33.1%
Sweden	1.77M	1.06M	0.71M	40.2%
United Kingdom	34.15M	18.74M	15.41M	45.1%
USA	87.78M	55.31M	32.47M	37.0%

GM% by Quarters (sub_zone)

Note: Do not modify the Pivot Table

*All values are in USD(\$)

Filter

FY 2019

GM%	Quarter				
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%

Filter

FY 2020

GM%	Quarter				
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%

Filter

FY 2021

GM%	Quarter				
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%