



FILTERS

region
market
division

All
All
All

Customer
Net Sales Performance

All Values are in USD

Customer	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4 M	2.9 M	10.9 M	278.08%
All-Out		0.2 M	0.8 M	395.70%
Amazon	12.2 M	37.5 M	82.1 M	118.87%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	205.98%
Atlas Stores	0.2 M	0.7 M	3.2 M	370.34%
AtliQ e Store	7.2 M	23.7 M	53.0 M	123.83%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	245.77%
BestBuy	0.9 M	1.8 M	6.3 M	256.08%
Boulangier	0.2 M	0.8 M	4.1 M	392.93%
Chip 7	0.6 M	1.3 M	5.5 M	316.07%
Chiptec		0.4 M	3.0 M	622.03%
Control	0.9 M	2.2 M	7.7 M	249.23%
Coolblue	0.5 M	1.2 M	4.2 M	260.00%
Costco	1.1 M	2.8 M	9.3 M	237.37%
Croma	1.7 M	2.5 M	7.5 M	205.11%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	146.94%
Digimarket	0.8 M	1.7 M	4.1 M	141.05%
Ebay	2.6 M	6.3 M	15.2 M	142.16%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	185.96%
Electricalsbea Stores		0.1 M	0.7 M	404.64%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	213.34%
Electricalslytical	1.8 M	2.6 M	11.9 M	357.50%
Electricalsociety	2.3 M	3.5 M	12.4 M	258.75%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	435.32%
Elite	0.4 M	0.8 M	4.1 M	395.52%
Elkjøp	0.5 M	1.3 M	5.2 M	291.90%
Epic Stores	0.4 M	0.9 M	4.2 M	346.06%
Euronics	0.4 M	0.9 M	3.9 M	344.67%
Expert	0.8 M	1.8 M	6.4 M	263.98%
Expression	1.7 M	3.0 M	9.8 M	228.24%
Ezone	1.5 M	2.0 M	7.9 M	291.62%
Flawless Stores	0.1 M	0.5 M	1.8 M	296.28%
Flipkart	2.9 M	8.3 M	19.3 M	131.03%
Fnac-Darty	0.5 M	0.8 M	2.9 M	249.77%
Forward Stores	0.6 M	1.5 M	4.1 M	171.97%
Girias	1.5 M	2.1 M	8.7 M	319.29%
Info Stores	0.1 M	0.5 M	1.8 M	284.09%
Insight	0.4 M	1.0 M	2.8 M	171.84%
Integration Stores		0.2 M	1.4 M	787.19%
Leader	4.7 M	6.0 M	18.8 M	214.81%
Logic Stores	0.2 M	0.9 M	4.8 M	415.17%
Lotus	1.5 M	2.1 M	8.1 M	282.61%
Neptune	1.0 M	3.4 M	16.1 M	371.50%
Nomad Stores	0.5 M	1.6 M	4.0 M	146.89%



Notebillig	0.2 M	0.4 M	1.1 M	187.39%
Nova		0.0 M	0.4 M	2564.92%
Novus	1.9 M	3.7 M	9.9 M	164.20%
Otto	0.3 M	0.4 M	1.2 M	198.58%
Premium Stores	0.5 M	1.1 M	3.9 M	253.09%
Propel	1.6 M	2.5 M	10.8 M	340.64%
Radio Popular	0.5 M	1.5 M	5.3 M	262.56%
Radio Shack	0.8 M	1.7 M	5.4 M	211.51%
Reliance Digital	1.6 M	2.6 M	9.7 M	277.90%
Relief	0.4 M	1.0 M	4.1 M	303.57%
Sage	4.8 M	6.4 M	20.7 M	221.52%
Saturn	0.2 M	0.4 M	1.2 M	210.46%
Sorefoz	0.6 M	1.1 M	4.7 M	333.63%
Sound	0.6 M	1.7 M	4.4 M	160.26%
Staples	1.2 M	2.9 M	8.8 M	206.95%
Surface Stores	0.1 M	0.5 M	2.1 M	298.80%
Synthetic	1.9 M	4.4 M	12.2 M	175.98%
Taobao	0.2 M	1.3 M	3.3 M	148.66%
UniEuro	0.6 M	1.6 M	7.3 M	357.03%
Vijay Sales	1.7 M	2.1 M	8.5 M	297.78%
Viveks	1.6 M	2.2 M	7.8 M	248.10%
walmart	1.3 M	2.6 M	9.7 M	270.45%
Zone	0.3 M	1.6 M	5.3 M	236.20%
Grand Total	87.5 M	196.7 M	598.9 M	204.48%



FILTERS

region | All
division | All

Market

Performance Vs Target

All values are in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-10.54%
Austria		0.1 M	2.8 M	-0.3 M	-11.74%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-10.31%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-14.45%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-9.03%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-8.44%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-12.72%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.92%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-12.93%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-8.96%
Japan		1.9 M	7.9 M	-0.3 M	-4.12%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-8.22%
Newzealand		2.0 M	11.4 M	-1.4 M	-12.30%
Norway		2.5 M	13.7 M	-1.4 M	-10.50%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-9.27%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.84%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-18.13%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.29%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.91%
Spain		1.8 M	12.6 M	-1.8 M	-14.15%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-11.11%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.72%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-11.66%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-9.17%



FILTERS

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Top 10 Products
All Values are in USD

Products	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M	<div></div> 541.26%
AQ GT 21	0.8 M	4.4 M	<div></div> 461.14%
AQ Home Allin1	0.7 M	5.2 M	<div></div> 668.99%
AQ LION x1	0.0 M	0.8 M	<div></div> 1619.49%
AQ LION x2	0.1 M	0.9 M	<div></div> 1668.87%
AQ LION x3	0.1 M	1.2 M	<div></div> 1692.25%
AQ Mx NB	0.0 M	1.4 M	<div></div> 5623.52%
AQ Pen Drive DRC	0.6 M	3.8 M	<div></div> 487.66%
AQ Smash 2	0.4 M	11.2 M	<div></div> 2489.49%
AQ Zion Saga	0.7 M	3.6 M	<div></div> 428.55%
Grand Total	6.4 M	52.0 M	708.04%



FILTERS

region | All
customer | All

Division
Level Report
All Values are in USD

Customer	2020	2021	2021 vs 2020
N & S	51.4 M	94.7 M	<div></div> 84.38%
P & A	105.2 M	338.4 M	<div></div> 221.53%
PC	40.1 M	165.8 M	<div></div> 313.70%
Grand Total	196.7 M	598.9 M	204.48%



FILTERS

region	All
market	All
division	All

All Values are in USD

Products	Sum of 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 Ms	4.1 M
Grand Total	19.0 M

Top 5 Products

FILTERS

region	All
market	All
division	All

Products	Sum of Qty
AQ Gamer 1	0.1 M
AQ GEN Z	0.1 M
AQ Home Allin1	0.0 M
AQ HOME Allin1 Gen 2	0.0 M
AQ Smash 2	0.0 M
Grand Total	0.2 M

Bottom 5 Products



FILTERS

region
market
division

All
All
All

New Products 2021

All Values are in USD

Products	2020	2021
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
Grand Total		176.2 M



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region	All
division	All

Top 5 Country - 2021

All Values are in USD

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



FILTERS

region All
market All
customer All
division All

P & L
By Fiscal Years

All Values are in USD
Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Year			
	2019	2020	2021	21 vs 20
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
customer	All
division	All
FY	2019

P & L
By Fiscal Months
All Values are in USD

Note: Do Not Modify Pivot Table

	Quarter Q1				Q2				Q3				Q4				Grand Total
Metrics	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
customer All
division All
FY 2020

P & L
By Fiscal Months
All Values are in USD

	Quarter Q1				Q2		Q3			Q4				Grand Total
Metrics	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
customer All
division All
FY 2021

P & L
By Fiscal Months
All Values are in USD
Note: 21 vs 20 is not part of pivot table

	Quarter Q1				Q2				Q3				Q4				Grand Total
Metrics	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 Comparison													
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

region	All
sub_zone	All
FY	2021

P & L

For Markets

All Values are in USD

Market	Net sales	COGS	Gross Margin	GM %
Australia	21.0 M	14.1 M	6.9 M	32.92%
Austria	2.8 M	2.0 M	0.9 M	30.11%
Bangladesh	7.0 M	4.5 M	2.4 M	34.54%
Canada	35.1 M	21.7 M	13.4 M	38.21%
China	22.9 M	13.5 M	9.4 M	41.07%
France	25.9 M	14.7 M	11.2 M	43.24%
Germany	12.0 M	8.9 M	3.1 M	26.18%
India	161.3 M	109.7 M	51.6 M	32.00%
Indonesia	18.4 M	11.3 M	7.1 M	38.41%
Italy	11.7 M	8.2 M	3.5 M	30.13%
Japan	7.9 M	4.2 M	3.7 M	46.52%
Netherlands	8.0 M	4.6 M	3.4 M	42.03%
Newzealand	11.4 M	5.9 M	5.5 M	48.23%
Norway	13.7 M	9.6 M	4.0 M	29.48%
Pakistan	5.7 M	3.6 M	2.0 M	36.18%
Philippines	31.9 M	19.4 M	12.5 M	39.09%
Poland	5.2 M	3.0 M	2.2 M	42.56%
Portugal	11.8 M	6.8 M	5.0 M	42.13%
South Korea	49.0 M	31.4 M	17.6 M	35.92%
Spain	12.6 M	8.4 M	4.2 M	33.13%
Sweden	1.8 M	1.1 M	0.7 M	40.22%
United Kingdom	34.2 M	18.7 M	15.4 M	45.13%
USA	87.8 M	55.3 M	32.5 M	36.99%



FILTERS

GM% by Quarter (sub_zone)

FY | 2019

GM%	Quarters				
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%

FY | 2020

GM%	Quarters				
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%

FY | 2021

GM%	Quarters				
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%