










































FILTERS

region All
market All
division 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	 378.1%
All-Out		0.2 M	0.8 M	 495.7%
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 e Store	7.2 M	23.7 M	53.0 M	 223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	 345.8%
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%
Electricalsocity	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	<div><div></div></div>	471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M	<div><div></div></div>	246.9%
Notebillig	0.2 M	0.4 M	1.1 M	<div><div></div></div>	287.4%
Nova		0.0 M	0.4 M	<div><div></div></div>	2664.9%
Novus	1.9 M	3.7 M	9.9 M	<div><div></div></div>	264.2%
Otto	0.3 M	0.4 M	1.2 M	<div><div></div></div>	298.6%
Premium Stores	0.5 M	1.1 M	3.9 M	<div><div></div></div>	353.1%
Propel	1.6 M	2.5 M	10.8 M	<div><div></div></div>	440.6%
Radio Popular	0.5 M	1.5 M	5.3 M	<div><div></div></div>	362.6%
Radio Shack	0.8 M	1.7 M	5.4 M	<div><div></div></div>	311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	<div><div></div></div>	377.9%
Relief	0.4 M	1.0 M	4.1 M	<div><div></div></div>	403.6%
Sage	4.8 M	6.4 M	20.7 M	<div><div></div></div>	321.5%
Saturn	0.2 M	0.4 M	1.2 M	<div><div></div></div>	310.5%
Sorefoz	0.6 M	1.1 M	4.7 M	<div><div></div></div>	433.6%
Sound	0.6 M	1.7 M	4.4 M	<div><div></div></div>	260.3%
Staples	1.2 M	2.9 M	8.8 M	<div><div></div></div>	307.0%
Surface Stores	0.1 M	0.5 M	2.1 M	<div><div></div></div>	398.8%
Synthetic	1.9 M	4.4 M	12.2 M	<div><div></div></div>	276.0%
Taobao	0.2 M	1.3 M	3.3 M	<div><div></div></div>	248.7%
UniEuro	0.6 M	1.6 M	7.3 M	<div><div></div></div>	457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	<div><div></div></div>	397.8%
Viveks	1.6 M	2.2 M	7.8 M	<div><div></div></div>	348.1%
walmart	1.3 M	2.6 M	9.7 M	<div><div></div></div>	370.4%
Zone	0.3 M	1.6 M	5.3 M	<div><div></div></div>	336.2%
Grand Total	87.5 M	196.7 M	598.9 M		304.5%



FILTERS

region All
division All

Market

Performance vs Target

All values are in USD

Country	2019	2020	2021	2021 - Target	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%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-9.2%



FILTERS

region	All
market	All
division	All
customer	All

P & L By Year

All values are in USD
Note: 2021 vs 2020 is not part of Pivot Table

Metrics	Fiscal Year			2021 vs 2020
	2019	2020	2021	
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%
Gross Margin %	41.4%	37.3%	36.4%	-2.3%

FILTERS

region All
 market All
 division All
 customer All
 FY **2019**

P & L**By Fiscal Months**

All values are in USD

Note: Do not modify the Pivot Table

	Quarters												Grand Total
	Q1			Q2		Q3			Q4				
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
 division All
 customer All
 FY **2020**

P & L**By Fiscal Months**

All values are in USD

	Quarters												Grand Total
	Q1			Q2		Q3			Q4				
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
 division All
 customer All
 FY **2021**

P & L
By Fiscal Months
 All values are in USD

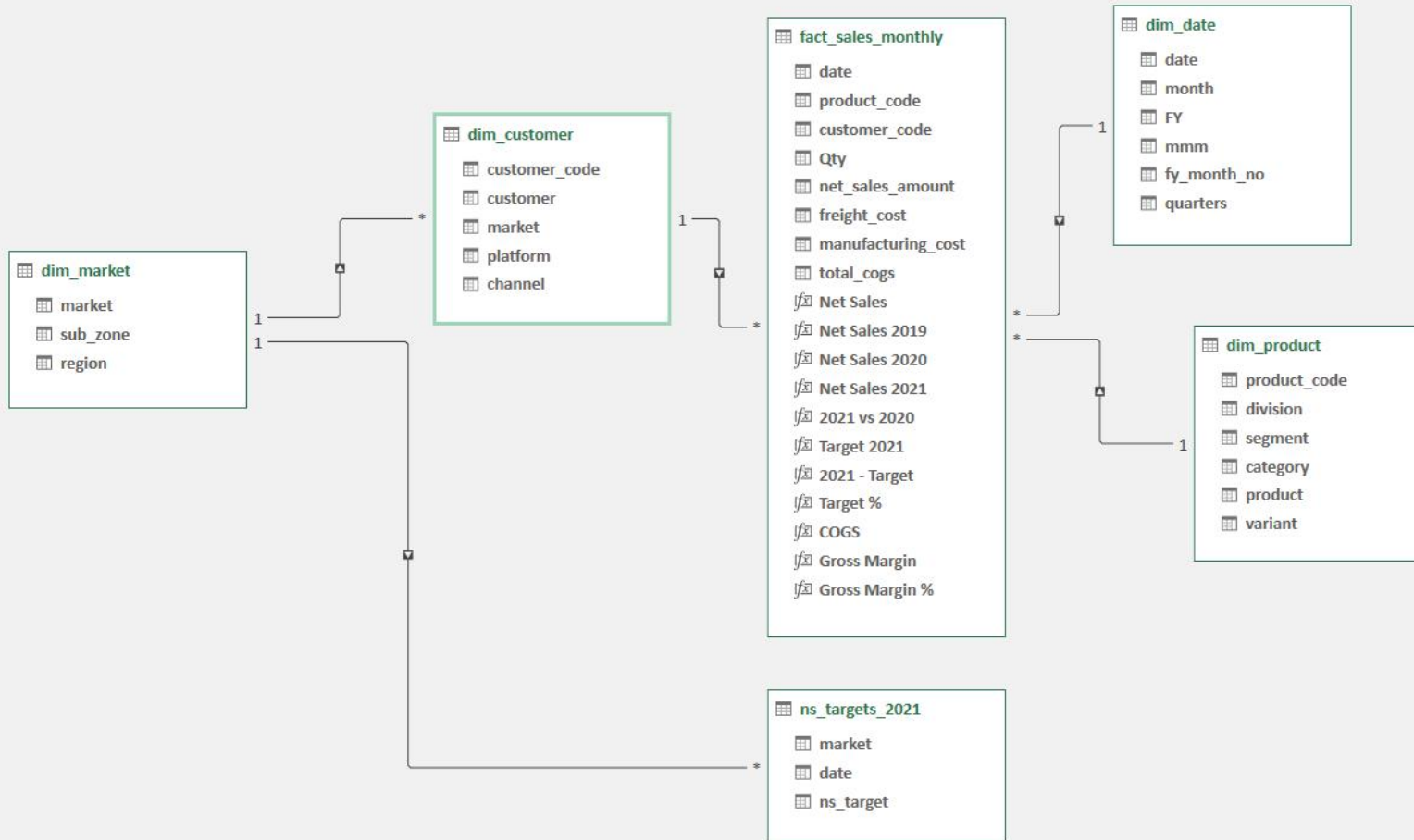
	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net Sales	44.8 M	54.6 M	74.3 M	78.1 M	44.8 M	41.8 M	44.0 M	43.5 M	44.4 M	41.5 M	44.0 M	43.0 M	598.9 M
COGS	28.4 M	34.7 M	47.4 M	49.8 M	28.4 M	26.5 M	28.0 M	27.7 M	28.1 M	26.4 M	28.0 M	27.4 M	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

2021 vs 2020	162%	165%	159%	161%	161%	162%	1982%	461%	347%	179%	174%	160%	204.5%
2020 vs 2019	165%	157%	167%	161%	163%	162%	-67%	23%	53%	141%	148%	162%	124.8%









FILTERS

region All
customer All

Division Level Report
All values are in USD

Division	2020	2021	2021 vs 2020
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

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



FILTERS

region	All
division	All
customer	All

Top 5 Products

Products	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

FILTERS

region	All
division	All
customer	All

Bottom 5 Products

Products	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174.9K



FILTERS

region	All
customer	All

Top 5 Countries - 2021
All values are in USD

Customers	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
division	All
customer	All

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> 641.3%
AQ GT 21	0.8 M	4.4 M	<div></div> 561.1%
AQ Home Allin1	0.7 M	5.2 M	<div></div> 769.0%
AQ LION x1	0.0 M	0.8 M	<div></div> 1719.5%
AQ LION x2	0.1 M	0.9 M	<div></div> 1768.9%
AQ LION x3	0.1 M	1.2 M	<div></div> 1792.3%
AQ Mx NB	0.0 M	1.4 M	<div></div> 5723.5%
AQ Pen Drive DRC	0.6 M	3.8 M	<div></div> 587.7%
AQ Smash 2	0.4 M	11.2 M	<div></div> 2589.5%
AQ Zion Saga	0.7 M	3.6 M	<div></div> 528.5%
Grand Total	6.4 M	52.0 M	808.0%