



Filter

region	All
division	All
customer	All

New Products-2021

All Values in USD

Products	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
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Customer

Net Sales Performance

All values are in USD

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%
Electricalsocity	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%
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%

AtliQ Hardwares



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%



FILTERS

region All
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Market

Performance vs Target

All values are in USD

Country	2019	2020	2021	2021-target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%



FILTERS

Division Report

region	All
market	All

All values are in USD

Division	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%



FILTERS

region	All
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Top 5 Products

Products	Qty
AQ Gamers	3376565
AQ Gamers Ms	3975074
AQ Master wired x1 Ms	4151008
AQ Master wireless x1	3371170
AQ Master wireless x1 Ms	4126295
Grand Total	19000112

FILTERS

region	All
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Bottom 5 Products

Products	Qty
AQ Gamer 1	51721
AQ GEN Z	63059
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854
AQ Smash 2	36029
Grand Total	174887



FILTERS

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Top 10 Products

All values are in USD

Products	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%



FILTERS

region	All
division	All

Top 5 Countries

All values are in USD

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



FILTERS

market	All
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P & L

By Fiscal Year

All values are in USD

Note: 21 vs 20 is not part of Pivot Table

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
NetSales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margir	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%

**FILTERS**

region All
 market All
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 customer All
 FY 2019

P & L**By Fiscal Months**

All values are in USD

Note: Do not modify the pivot table.

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	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%

FILTERS

region All
 market All
 division All
 customer All
 FY 2020

P & L**By Fiscal Months**

All values are in USD

Metrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	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%

**FILTERS**

region All
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 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	
NetSales	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**

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%	304.5%
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%	224.8%