

**FILTERS**

market All
region All
division All

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%
Electricalsequipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkj�p	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%

AtliQ Hardwares



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%

**FILTERS**

market India
region All
division All

Customer**Net Sales Performance**

All values are in USD

Customer	2019	2020	2021	21 vs 20
Amazon	4.6M	9.8M	23.0M	234.9%
Atliq e Store	1.6M	3.5M	8.7M	249.1%
AtliQ Exclusive	3.4M	4.7M	18.4M	392.6%
Croma	1.7M	2.5M	7.5M	305.1%
Ebay	1.7M	3.6M	8.5M	235.9%
Electricalslytical	1.6M	2.0M	8.4M	431.1%
Electricalsociety	1.8M	2.3M	9.4M	415.1%
Expression	1.5M	2.2M	8.8M	391.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flipkart	1.9M	4.3M	9.9M	231.8%
Girias	1.5M	2.1M	8.7M	419.3%
Lotus	1.5M	2.1M	8.1M	382.6%
Propel	1.6M	2.2M	9.1M	413.7%
Reliance Digital	1.6M	2.2M	8.5M	387.2%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
Grand Total	30.8M	49.8M	161.3M	324.0%



FILTERS

region All
division All

Market

Performance vs Target

All values are in USD

Customer	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%



FILTERS

region	All
division	All
Customer Name	All

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

Top 5 Products
(in terms of Quantity Sold)

Bottom 5 Products
(in terms of Quantity Sold)

region	All
division	All
Customer Name	All

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 Name All

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

TOP 5 Countries - 2021

All Values are in USD

TOP 5 Countries - 2020

All Values are in USD

region All
Customer Name All

Country	NetSales
Canada	12.2M
India	49.8M
Philippines	13.4M
South Korea	17.3M
USA	31.9M
Grand Total	124.5M



FILTERS

market	All
region	All
division	All
customer	All

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
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%



FILTERS

region All
division All
customer All

P & L

By Fiscal Year

All values are in USD

Note: 21 vs 20 is not part of pivot table

Customer	Fiscal Years			21 vs 20
	2019	2020	2021	
Australia				
Net Sales	3.9M	10.7M	21.0M	96.2%
COGS	2.2M	5.8M	14.1M	143.2%
Gross Margin	1.7M	4.9M	6.9M	40.8%
GM%	42.6%	45.9%	32.9%	-28.2%
Austria				
Net Sales		0.1M	2.8M	2301.3%
COGS		0.1M	2.0M	2172.4%
Gross Margin		0.0M	0.9M	2665.4%
GM%		26.1%	30.1%	15.2%
Bangladesh				
Net Sales	0.5M	2.3M	7.0M	207.7%
COGS	0.3M	1.4M	4.5M	233.5%
Gross Margin	0.1M	0.9M	2.4M	168.4%
GM%	28.7%	39.6%	34.5%	-12.8%
Canada				
Net Sales	4.8M	12.2M	35.1M	188.1%
COGS	2.8M	7.1M	21.7M	206.4%
Gross Margin	2.0M	5.1M	13.4M	162.6%
GM%	41.7%	41.9%	38.2%	-8.8%
China				
Net Sales	1.4M	5.4M	22.9M	322.0%
COGS	0.8M	3.3M	13.5M	305.5%
Gross Margin	0.6M	2.1M	9.4M	348.1%
GM%	44.9%	38.7%	41.1%	6.2%
France				
Net Sales	4.0M	7.5M	25.9M	247.2%
COGS	2.3M	4.3M	14.7M	246.4%
Gross Margin	1.8M	3.2M	11.2M	248.3%
GM%	44.1%	43.1%	43.2%	0.3%
Germany				
Net Sales	2.6M	4.7M	12.0M	156.2%
COGS	1.6M	3.0M	8.9M	193.8%
Gross Margin	0.9M	1.7M	3.1M	88.3%
GM%	37.0%	35.6%	26.2%	-26.5%
India				
Net Sales	30.8M	49.8M	161.3M	224.0%
COGS	17.8M	33.7M	109.7M	225.0%



Gross Margin	13.1M	16.0M	51.6M	222.0%
GM%	42.4%	32.2%	32.0%	-0.6%
Indonesia				
Net Sales	2.5M	6.2M	18.4M	196.7%
COGS	1.5M	3.5M	11.3M	220.1%
Gross Margin	1.1M	2.7M	7.1M	165.6%
GM%	42.0%	42.9%	38.4%	-10.5%
Italy				
Net Sales	2.9M	4.5M	11.7M	162.5%
COGS	1.6M	3.1M	8.2M	164.6%
Gross Margin	1.3M	1.4M	3.5M	157.8%
GM%	45.6%	30.7%	30.1%	-1.8%
Japan				
Net Sales		1.9M	7.9M	321.1%
COGS		1.2M	4.2M	257.3%
Gross Margin		0.7M	3.7M	430.0%
GM%		37.0%	46.5%	25.9%
Netherlands				
Net Sales	0.2M	3.4M	8.0M	137.9%
COGS	0.1M	1.8M	4.6M	164.2%
Gross Margin	0.1M	1.6M	3.4M	109.2%
GM%	36.4%	47.8%	42.0%	-12.1%
Newzealand				
Net Sales		2.0M	11.4M	474.3%
COGS		1.5M	5.9M	303.8%
Gross Margin		0.5M	5.5M	950.7%
GM%		26.4%	48.2%	83.0%
Norway				
Net Sales		2.5M	13.7M	451.8%
COGS		1.5M	9.6M	525.0%
Gross Margin		0.9M	4.0M	331.0%
GM%		37.7%	29.5%	-21.9%
Pakistan				
Net Sales	0.6M	4.7M	5.7M	20.5%
COGS	0.4M	2.7M	3.6M	34.3%
Gross Margin	0.2M	2.0M	2.0M	2.0%
GM%	39.7%	42.8%	36.2%	-15.4%
Philippines				
Net Sales	5.7M	13.4M	31.9M	138.4%
COGS	3.4M	7.3M	19.4M	164.6%
Gross Margin	2.3M	6.0M	12.5M	106.5%
GM%	39.9%	45.1%	39.1%	-13.4%
Poland				
Net Sales	0.4M	2.8M	5.2M	85.8%
COGS	0.3M	1.7M	3.0M	78.5%
Gross Margin	0.2M	1.1M	2.2M	96.7%
GM%	37.4%	40.2%	42.6%	5.9%



Portugal					
Net Sales	0.7M	3.6M	11.8M		229.8%
COGS	0.5M	2.3M	6.8M		198.9%
Gross Margin	0.3M	1.3M	5.0M		284.5%
GM%	39.3%	36.1%	42.1%		16.6%
South Korea					
Net Sales	12.8M	17.3M	49.0M		183.3%
COGS	6.7M	12.1M	31.4M		158.7%
Gross Margin	6.1M	5.2M	17.6M		241.3%
GM%	47.5%	29.8%	35.9%		20.5%
Spain					
Net Sales		1.8M	12.6M		611.4%
COGS		1.1M	8.4M		663.2%
Gross Margin		0.7M	4.2M		525.7%
GM%		37.7%	33.1%		-12.1%
Sweden					
Net Sales	0.1M	0.2M	1.8M		681.9%
COGS	0.0M	0.1M	1.1M		735.6%
Gross Margin	0.0M	0.1M	0.7M		613.8%
GM%	38.3%	44.1%	40.2%		-8.7%
United Kingdom					
Net Sales	2.0M	8.1M	34.2M		322.7%
COGS	1.3M	5.3M	18.7M		252.1%
Gross Margin	0.7M	2.8M	15.4M		459.0%
GM%	36.2%	34.1%	45.1%		32.2%
USA					
Net Sales	11.5M	31.9M	87.8M		175.0%
COGS	7.7M	19.5M	55.3M		183.9%
Gross Margin	3.8M	12.4M	32.5M		161.0%
GM%	32.8%	39.0%	37.0%		-5.1%
Total Net Sales	87.5M	196.7M	598.9M		204.5%
Total COGS	51.2M	123.4M	380.7M		208.6%
Total Gross Margin	36.2M	73.3M	218.2M		197.6%
Total GM%	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	6.5M	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%

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	17.1M	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%

region All
market All
division All
customer All
FY 2021

P & L
By Fiscal Months
All values are in USD

	Quarters												Grand Total
Metrics	Q1			Q2			Q3			Q4			
	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

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%



GM % by Quarters(sub_zone)

FY Year 2019

Gross Margin(%) Quarters					
Subzone	Q1	Q2	Q3	Q4	Grand Total
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

FY Year 2020

Gross Margin(%) Quarters					
Subzone	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

FY Year 2021

Gross Margin(%) Quarters					
Subzone	Q1	Q2	Q3	Q4	Grand Total
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%