



Filters

region	All	Customer
market	All	Net Sales Report
division	All	

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%
Electricalsociety	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%

AtliQ Hardware



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%



Filters

region	All	Market				
		Performance vs Target				
division	All	2019	2020	2021	Target 21	2021 - Target

Country	2019	2020	2021	Target 21	2021 - Target	Percentage
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-10.5%
Austria		0.1M	2.8M	3.2M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-9.0%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-12.3%
Norway		2.5M	13.7M	15.1M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.9%
Spain		1.8M	12.6M	14.4M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	653.8M	-54.9M	-9.2%



Filters

region	All
division	All
customer	All

P & L By Fiscal Year

Country	Fiscal Years			
	2019	2020	2021	21 vs 20
Australia				
Net Sales	3.9M	10.7M	21.0M	196.2%
Sum of total_COGS	2.2M	5.8M	14.1M	243.2%
Gross Margin	1.7M	4.9M	6.9M	140.8%
GM %	42.6%	45.9%	32.9%	71.8%
Austria				
Net Sales		0.1M	2.8M	2401.3%
Sum of total_COGS		0.1M	2.0M	2272.4%
Gross Margin		0.0M	0.9M	2765.4%
GM %		26.1%	30.1%	115.2%
Bangladesh				
Net Sales	0.5M	2.3M	7.0M	307.7%
Sum of total_COGS	0.3M	1.4M	4.5M	333.5%
Gross Margin	0.1M	0.9M	2.4M	268.4%
GM %	28.7%	39.6%	34.5%	87.2%
Canada				
Net Sales	4.8M	12.2M	35.1M	288.1%
Sum of total_COGS	2.8M	7.1M	21.7M	306.4%
Gross Margin	2.0M	5.1M	13.4M	262.6%
GM %	41.7%	41.9%	38.2%	91.2%
China				
Net Sales	1.4M	5.4M	22.9M	422.0%
Sum of total_COGS	0.8M	3.3M	13.5M	405.5%
Gross Margin	0.6M	2.1M	9.4M	448.1%
GM %	44.9%	38.7%	41.1%	106.2%
France				
Net Sales	4.0M	7.5M	25.9M	347.2%
Sum of total_COGS	2.3M	4.3M	14.7M	346.4%
Gross Margin	1.8M	3.2M	11.2M	348.3%
GM %	44.1%	43.1%	43.2%	100.3%
Germany				
Net Sales	2.6M	4.7M	12.0M	256.2%
Sum of total_COGS	1.6M	3.0M	8.9M	293.8%
Gross Margin	0.9M	1.7M	3.1M	188.3%
GM %	37.0%	35.6%	26.2%	73.5%
India				
Net Sales	30.8M	49.8M	161.3M	324.0%
Sum of total_COGS	17.8M	33.7M	109.7M	325.0%

AtliQ Hardware



Gross Margin	13.1M	16.0M	51.6M	322.0%
GM %	42.4%	32.2%	32.0%	99.4%
Indonesia				
Net Sales	2.5M	6.2M	18.4M	296.7%
Sum of total_COGS	1.5M	3.5M	11.3M	320.1%
Gross Margin	1.1M	2.7M	7.1M	265.6%
GM %	42.0%	42.9%	38.4%	89.5%
Italy				
Net Sales	2.9M	4.5M	11.7M	262.5%
Sum of total_COGS	1.6M	3.1M	8.2M	264.6%
Gross Margin	1.3M	1.4M	3.5M	257.8%
GM %	45.6%	30.7%	30.1%	98.2%
Japan				
Net Sales	1.9M	7.9M	7.9M	421.1%
Sum of total_COGS	1.2M	4.2M	4.2M	357.3%
Gross Margin	0.7M	3.7M	3.7M	530.0%
GM %	37.0%	46.5%	46.5%	125.9%
Netherlands				
Net Sales	0.2M	3.4M	8.0M	237.9%
Sum of total_COGS	0.1M	1.8M	4.6M	264.2%
Gross Margin	0.1M	1.6M	3.4M	209.2%
GM %	36.4%	47.8%	42.0%	87.9%
Newzealand				
Net Sales	2.0M	11.4M	11.4M	574.3%
Sum of total_COGS	1.5M	5.9M	5.9M	403.8%
Gross Margin	0.5M	5.5M	5.5M	1050.7%
GM %	26.4%	48.2%	48.2%	183.0%
Norway				
Net Sales	2.5M	13.7M	13.7M	551.8%
Sum of total_COGS	1.5M	9.6M	9.6M	625.0%
Gross Margin	0.9M	4.0M	4.0M	431.0%
GM %	37.7%	29.5%	29.5%	78.1%
Pakistan				
Net Sales	0.6M	4.7M	5.7M	120.5%
Sum of total_COGS	0.4M	2.7M	3.6M	134.3%
Gross Margin	0.2M	2.0M	2.0M	102.0%
GM %	39.7%	42.8%	36.2%	84.6%
Philippines				
Net Sales	5.7M	13.4M	31.9M	238.4%
Sum of total_COGS	3.4M	7.3M	19.4M	264.6%
Gross Margin	2.3M	6.0M	12.5M	206.5%
GM %	39.9%	45.1%	39.1%	86.6%
Poland				
Net Sales	0.4M	2.8M	5.2M	185.8%
Sum of total_COGS	0.3M	1.7M	3.0M	178.5%
Gross Margin	0.2M	1.1M	2.2M	196.7%
GM %	37.4%	40.2%	42.6%	105.9%



Portugal					
Net Sales	0.7M	3.6M	11.8M	■	329.8%
Sum of total_COGS	0.5M	2.3M	6.8M	■	298.9%
Gross Margin	0.3M	1.3M	5.0M	■	384.5%
GM %	39.3%	36.1%	42.1%	■	116.6%
South Korea					
Net Sales	12.8M	17.3M	49.0M	■	283.3%
Sum of total_COGS	6.7M	12.1M	31.4M	■	258.7%
Gross Margin	6.1M	5.2M	17.6M	■	341.3%
GM %	47.5%	29.8%	35.9%	■	120.5%
Spain					
Net Sales		1.8M	12.6M	■	711.4%
Sum of total_COGS		1.1M	8.4M	■	763.2%
Gross Margin		0.7M	4.2M	■	625.7%
GM %		37.7%	33.1%	■	87.9%
Sweden					
Net Sales	0.1M	0.2M	1.8M	■	781.9%
Sum of total_COGS	0.0M	0.1M	1.1M	■	835.6%
Gross Margin	0.0M	0.1M	0.7M	■	713.8%
GM %	38.3%	44.1%	40.2%	■	91.3%
United Kingdom					
Net Sales	2.0M	8.1M	34.2M	■	422.7%
Sum of total_COGS	1.3M	5.3M	18.7M	■	352.1%
Gross Margin	0.7M	2.8M	15.4M	■	559.0%
GM %	36.2%	34.1%	45.1%	■	132.2%
USA					
Net Sales	11.5M	31.9M	87.8M	■	275.0%
Sum of total_COGS	7.7M	19.5M	55.3M	■	283.9%
Gross Margin	3.8M	12.4M	32.5M	■	261.0%
GM %	32.8%	39.0%	37.0%	■	94.9%
Total Net Sales	87.5M	196.7M	598.9M	■	304.5%
Total Sum of total_COGS	51.2M	123.4M	380.7M	■	308.6%
Total Gross Margin	36.2M	73.3M	218.2M	■	297.6%
Total GM %	41.4%	37.3%	36.4%	■	97.7%



Filters

region All
customer All

Top Divisions

All Values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	184.38%
P & A	105.2M	338.4M	321.53%
PC	40.1M	165.8M	413.70%
Grand Total	196.7M	598.9M	304.48%



Filters

region	All
division	All
customer	All

Top 10 Products

All Values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.26%
AQ GT 21	0.8M	4.4M	561.14%
AQ Home Allin1	0.7M	5.2M	768.99%
AQ LION x1	0.0M	0.8M	1719.49%
AQ LION x2	0.1M	0.9M	1768.87%
AQ LION x3	0.1M	1.2M	1792.25%
AQ Mx NB	0.0M	1.4M	5723.52%
AQ Pen Drive DRC	0.6M	3.8M	587.66%
AQ Smash 2	0.4M	11.2M	2589.49%
AQ Zion Saga	0.7M	3.6M	528.55%
Grand Total	6.4M	52.0M	808.04%

**Filters**

region
division
customer

All
All
All

Top 5 Products
All Values are in USD

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

Filters

region
division
customer

All
All
All

Bottom 5 Products
All Values are in USD

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
division	All
customer	All

Top 5 Countries 2021

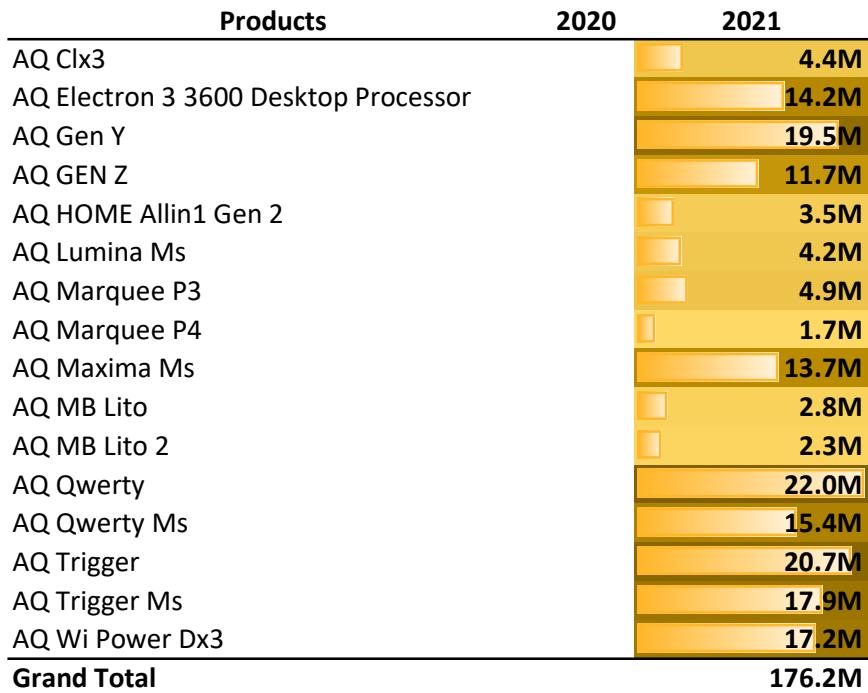
All Values are in USD

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



Filters

region	All	New Products 2021
division	All	All Values are in USD
customer	All	





Filters

region	All
sub_zone	All
FY	All

P & L
For Markets
All values are in USD

Country	Net Sales	COGS	Gross Margin	GM %
Australia	35.6M	22.1M	13.5M	37.9%
Austria	3.0M	2.1M	0.9M	30.0%
Bangladesh	9.7M	6.3M	3.4M	35.4%
Canada	52.0M	31.5M	20.5M	39.4%
China	29.7M	17.6M	12.1M	40.8%
France	37.5M	21.2M	16.2M	43.3%
Germany	19.3M	13.5M	5.8M	29.9%
India	241.9M	161.2M	80.7M	33.4%
Indonesia	27.1M	16.3M	10.8M	39.8%
Italy	19.1M	12.9M	6.2M	32.6%
Japan	9.8M	5.4M	4.4M	44.7%
Netherlands	11.6M	6.5M	5.0M	43.6%
Newzealand	13.4M	7.4M	6.0M	45.0%
Norway	16.2M	11.2M	5.0M	30.7%
Pakistan	11.0M	6.7M	4.3M	39.2%
Philippines	50.9M	30.2M	20.8M	40.8%
Poland	8.4M	4.9M	3.5M	41.5%
Portugal	16.2M	9.6M	6.6M	40.7%
South Korea	79.1M	50.2M	28.8M	36.5%
Spain	14.4M	9.5M	4.8M	33.7%
Sweden	2.0M	1.2M	0.8M	40.6%
United Kingdom	44.2M	25.3M	18.9M	42.7%
USA	131.2M	82.5M	48.7M	37.1%



Filter

FY 2019

P & L by SubZone

All values are in USD

Sub Zone	Quarter				Grand Total
	Q1	Q2	Q3	Q4	
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

Sub Zone	Quarter				Grand Total
	Q1	Q2	Q3	Q4	
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

Sub Zone	Quarter				Grand Total
	Q1	Q2	Q3	Q4	
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%