

**FILTERS**

|          |     |
|----------|-----|
| region   | All |
| market   | All |
| division | All |

**Customer****Net Sales Performance**

All values are in USD

| Customer                 | 2019   | 2020   | 2021   |
|--------------------------|--------|--------|--------|
| Acclaimed Stores         | 1.4 M  | 2.9 M  | 10.9 M |
| All-Out                  |        | 0.2 M  | 0.8 M  |
| Amazon                   | 12.2 M | 37.5 M | 82.1 M |
| Argos (Sainsbury's)      | 0.4 M  | 0.7 M  | 2.3 M  |
| Atlas Stores             | 0.2 M  | 0.7 M  | 3.2 M  |
| AtliQ e Store            | 7.2 M  | 23.7 M | 53.0 M |
| AtliQ Exclusive          | 9.6 M  | 17.7 M | 61.1 M |
| BestBuy                  | 0.9 M  | 1.8 M  | 6.3 M  |
| Boulanger                | 0.2 M  | 0.8 M  | 4.1 M  |
| Chip 7                   | 0.6 M  | 1.3 M  | 5.5 M  |
| Chiptec                  |        | 0.4 M  | 3.0 M  |
| Control                  | 0.9 M  | 2.2 M  | 7.7 M  |
| Coolblue                 | 0.5 M  | 1.2 M  | 4.2 M  |
| Costco                   | 1.1 M  | 2.8 M  | 9.3 M  |
| Croma                    | 1.7 M  | 2.5 M  | 7.5 M  |
| Currys (Dixons Carphone) | 0.3 M  | 0.8 M  | 1.9 M  |
| Digimarket               | 0.8 M  | 1.7 M  | 4.1 M  |
| Ebay                     | 2.6 M  | 6.3 M  | 15.2 M |
| Electricalsara Stores    | 0.1 M  | 0.6 M  | 1.9 M  |
| Electricalsbea Stores    |        | 0.1 M  | 0.7 M  |
| Electricalslance Stores  | 0.1 M  | 0.7 M  | 2.3 M  |
| Electricalslytical       | 1.8 M  | 2.6 M  | 11.9 M |
| Electricalsociety        | 2.3 M  | 3.5 M  | 12.4 M |
| Electricalsquipo Stores  | 0.2 M  | 0.7 M  | 3.6 M  |
| Elite                    | 0.4 M  | 0.8 M  | 4.1 M  |
| Elkj p                   | 0.5 M  | 1.3 M  | 5.2 M  |
| Epic Stores              | 0.4 M  | 0.9 M  | 4.2 M  |
| Euronics                 | 0.4 M  | 0.9 M  | 3.9 M  |
| Expert                   | 0.8 M  | 1.8 M  | 6.4 M  |
| Expression               | 1.7 M  | 3.0 M  | 9.8 M  |
| Ezone                    | 1.5 M  | 2.0 M  | 7.9 M  |
| Flawless Stores          | 0.1 M  | 0.5 M  | 1.8 M  |
| Flipkart                 | 2.9 M  | 8.3 M  | 19.3 M |
| Fnac-Darty               | 0.5 M  | 0.8 M  | 2.9 M  |
| Forward Stores           | 0.6 M  | 1.5 M  | 4.1 M  |
| Girias                   | 1.5 M  | 2.1 M  | 8.7 M  |
| Info Stores              | 0.1 M  | 0.5 M  | 1.8 M  |
| Insight                  | 0.4 M  | 1.0 M  | 2.8 M  |
| Integration Stores       |        | 0.2 M  | 1.4 M  |
| Leader                   | 4.7 M  | 6.0 M  | 18.8 M |
| Logic Stores             | 0.2 M  | 0.9 M  | 4.8 M  |
| Lotus                    | 1.5 M  | 2.1 M  | 8.1 M  |

## AtliQ Hardwares



|                    |               |                |                |
|--------------------|---------------|----------------|----------------|
| Neptune            | 1.0 M         | 3.4 M          | 16.1 M         |
| Nomad Stores       | 0.5 M         | 1.6 M          | 4.0 M          |
| Notebillig         | 0.2 M         | 0.4 M          | 1.1 M          |
| Nova               |               | 0.0 M          | 0.4 M          |
| Novus              | 1.9 M         | 3.7 M          | 9.9 M          |
| Otto               | 0.3 M         | 0.4 M          | 1.2 M          |
| Premium Stores     | 0.5 M         | 1.1 M          | 3.9 M          |
| Propel             | 1.6 M         | 2.5 M          | 10.8 M         |
| Radio Popular      | 0.5 M         | 1.5 M          | 5.3 M          |
| Radio Shack        | 0.8 M         | 1.7 M          | 5.4 M          |
| Reliance Digital   | 1.6 M         | 2.6 M          | 9.7 M          |
| Relief             | 0.4 M         | 1.0 M          | 4.1 M          |
| Sage               | 4.8 M         | 6.4 M          | 20.7 M         |
| Saturn             | 0.2 M         | 0.4 M          | 1.2 M          |
| Sorefoz            | 0.6 M         | 1.1 M          | 4.7 M          |
| Sound              | 0.6 M         | 1.7 M          | 4.4 M          |
| Staples            | 1.2 M         | 2.9 M          | 8.8 M          |
| Surface Stores     | 0.1 M         | 0.5 M          | 2.1 M          |
| Synthetic          | 1.9 M         | 4.4 M          | 12.2 M         |
| Taobao             | 0.2 M         | 1.3 M          | 3.3 M          |
| UniEuro            | 0.6 M         | 1.6 M          | 7.3 M          |
| Vijay Sales        | 1.7 M         | 2.1 M          | 8.5 M          |
| Viveks             | 1.6 M         | 2.2 M          | 7.8 M          |
| walmart            | 1.3 M         | 2.6 M          | 9.7 M          |
| Zone               | 0.3 M         | 1.6 M          | 5.3 M          |
| <b>Grand Total</b> | <b>87.5 M</b> | <b>196.7 M</b> | <b>598.9 M</b> |

**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         | -10.5%       |
| 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%       |
| <b>Grand Total</b> | <b>87.5 M</b> | <b>196.7 M</b> | <b>598.9 M</b> | <b>-54.9 M</b> | <b>-9.2%</b> |

**FILTERS**

region All  
 division All  
 customer All

**Top 10 Products**

All values are in USD

| Product                              | 2020         | 2021          | 21 vs 20      |
|--------------------------------------|--------------|---------------|---------------|
| AQ Mx NB                             | 0.0 M        | 1.4 M         | 5623.5%       |
| AQ Smash 2                           | 0.4 M        | 11.2 M        | 2489.5%       |
| AQ LION x3                           | 0.1 M        | 1.2 M         | 1692.3%       |
| AQ LION x2                           | 0.1 M        | 0.9 M         | 1668.9%       |
| AQ LION x1                           | 0.0 M        | 0.8 M         | 1619.5%       |
| AQ Home Allin1                       | 0.7 M        | 5.2 M         | 669.0%        |
| AQ Electron 4 3600 Desktop Processor | 3.0 M        | 19.4 M        | 541.3%        |
| AQ Pen Drive DRC                     | 0.6 M        | 3.8 M         | 487.7%        |
| AQ GT 21                             | 0.8 M        | 4.4 M         | 461.1%        |
| AQ Zion Saga                         | 0.7 M        | 3.6 M         | 428.5%        |
| <b>Grand Total</b>                   | <b>6.4 M</b> | <b>52.0 M</b> | <b>708.0%</b> |



FILTERS

region All  
customer All

Division Level Report

All values are in USD

| Division    | 2020    | 2021    | 21 vs 20    |        |
|-------------|---------|---------|-------------|--------|
| N & S       | 51.4 M  | 94.7 M  | <div></div> | 84.4%  |
| P & A       | 105.2 M | 338.4 M | <div></div> | 221.5% |
| PC          | 40.1 M  | 165.8 M | <div></div> | 313.7% |
| Grand Total | 196.7 M | 598.9 M |             | 204.5% |



FILTERS

|          |     |
|----------|-----|
| region   | All |
| division | All |
| customer | All |

Top 5 Products

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

FILTERS

|          |     |
|----------|-----|
| region   | All |
| division | All |
| customer | All |

Bottom 5 Products

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

**FILTERS**

|          |     |
|----------|-----|
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| division | All |
| customer | All |

**New Products : 2021**

| <b>Product</b>                       | <b>2021</b>    |
|--------------------------------------|----------------|
| 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         |
| <b>Grand Total</b>                   | <b>176.2 M</b> |



FILTERS

|          |     |
|----------|-----|
| region   | All |
| division | All |
| customer | All |

Top 5 Countries : 2021

All values are in USD

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





FILTERS

|          |     |
|----------|-----|
| region   | All |
| market   | All |
| division | All |
| customer | 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  
division All  
customer All  
FY 2019

## P &amp; L

## By Fiscal Months

All values are in USD

Note: Do not modify pivot table

|              | Quarters |       |        |        |       |       |       |       |       |       |       |       |             |
|--------------|----------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|
|              | 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  
division All  
customer All  
FY 2020

## P &amp; L

## By Fiscal Months

All values are in USD

|              | Quarters |        |        |        |        |        |        |       |       |       |        |        |        |  |         |             |  |
|--------------|----------|--------|--------|--------|--------|--------|--------|-------|-------|-------|--------|--------|--------|--|---------|-------------|--|
|              | 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  
division All  
customer All  
FY 2021

## P &amp; 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    | 44.8 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 Market**

All values are in USD

| Market         | Net Sales | COGS    | Gross Margin | GM %  |
|----------------|-----------|---------|--------------|-------|
| Australia      | 21.0 M    | 14.1 M  | 6.9 M        | 32.9% |
| Austria        | 2.8 M     | 2.0 M   | 0.9 M        | 30.1% |
| Bangladesh     | 7.0 M     | 4.5 M   | 2.4 M        | 34.5% |
| Canada         | 35.1 M    | 21.7 M  | 13.4 M       | 38.2% |
| China          | 22.9 M    | 13.5 M  | 9.4 M        | 41.1% |
| France         | 25.9 M    | 14.7 M  | 11.2 M       | 43.2% |
| Germany        | 12.0 M    | 8.9 M   | 3.1 M        | 26.2% |
| India          | 161.3 M   | 109.7 M | 51.6 M       | 32.0% |
| Indonesia      | 18.4 M    | 11.3 M  | 7.1 M        | 38.4% |
| Italy          | 11.7 M    | 8.2 M   | 3.5 M        | 30.1% |
| Japan          | 7.9 M     | 4.2 M   | 3.7 M        | 46.5% |
| Netherlands    | 8.0 M     | 4.6 M   | 3.4 M        | 42.0% |
| Newzealand     | 11.4 M    | 5.9 M   | 5.5 M        | 48.2% |
| Norway         | 13.7 M    | 9.6 M   | 4.0 M        | 29.5% |
| Pakistan       | 5.7 M     | 3.6 M   | 2.0 M        | 36.2% |
| Philippines    | 31.9 M    | 19.4 M  | 12.5 M       | 39.1% |
| Poland         | 5.2 M     | 3.0 M   | 2.2 M        | 42.6% |
| Portugal       | 11.8 M    | 6.8 M   | 5.0 M        | 42.1% |
| South Korea    | 49.0 M    | 31.4 M  | 17.6 M       | 35.9% |
| Spain          | 12.6 M    | 8.4 M   | 4.2 M        | 33.1% |
| Sweden         | 1.8 M     | 1.1 M   | 0.7 M        | 40.2% |
| United Kingdom | 34.2 M    | 18.7 M  | 15.4 M       | 45.1% |
| USA            | 87.8 M    | 55.3 M  | 32.5 M       | 37.0% |

## GM% by Quarters ( sub\_zone)

## FILTERS

FY 2019

| GM %<br>sub_zone | Quarters |       |       |       | 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

| GM %<br>sub_zone | Quarters |       |       |       | 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

| GM %<br>sub_zone | Quarters |       |       |       | 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%       |