



FILTERS

region	All
market	All
division	All

Customers

Net Sales performance

All values are in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	278.08%
All-Out		0.2 M	0.8 M	395.70%
Amazon	12.2 M	37.5 M	82.1 M	118.88%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	205.98%
Atlas Stores	0.2 M	0.7 M	3.2 M	370.34%
AtliQ e Store	7.2 M	23.7 M	53.0 M	123.83%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	245.74%
BestBuy	0.9 M	1.8 M	6.3 M	256.08%
Boulanger	0.2 M	0.8 M	4.1 M	392.80%
Chip 7	0.6 M	1.3 M	5.5 M	315.99%
Chiptec		0.4 M	3.0 M	621.58%
Control	0.9 M	2.2 M	7.7 M	249.15%
Coolblue	0.5 M	1.2 M	4.2 M	260.00%
Costco	1.1 M	2.8 M	9.3 M	237.37%
Croma	1.7 M	2.5 M	7.5 M	205.11%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	147.02%
Digimarket	0.8 M	1.7 M	4.1 M	140.95%
Ebay	2.6 M	6.3 M	15.2 M	142.16%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	186.14%
Electricalsbea Stores		0.1 M	0.7 M	404.67%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	213.36%
Electricalslytical	1.8 M	2.6 M	11.9 M	357.50%
Electricalsocity	2.3 M	3.5 M	12.4 M	258.79%
Electricalsquipo Store	0.2 M	0.7 M	3.6 M	434.97%
Elite	0.4 M	0.8 M	4.1 M	395.26%
Elkj�p	0.5 M	1.3 M	5.2 M	291.88%
Epic Stores	0.4 M	0.9 M	4.2 M	346.04%
Euronics	0.4 M	0.9 M	3.9 M	344.71%
Expert	0.8 M	1.8 M	6.4 M	263.94%
Expression	1.7 M	3.0 M	9.8 M	228.24%
Ezone	1.5 M	2.0 M	7.9 M	291.62%
Flawless Stores	0.1 M	0.5 M	1.8 M	296.53%
Flipkart	2.9 M	8.3 M	19.3 M	131.03%
Fnac-Darty	0.5 M	0.8 M	2.9 M	249.59%
Forward Stores	0.6 M	1.5 M	4.1 M	171.96%
Girias	1.5 M	2.1 M	8.7 M	319.28%
Info Stores	0.1 M	0.5 M	1.8 M	284.44%
Insight	0.4 M	1.0 M	2.8 M	171.84%
Integration Stores		0.2 M	1.4 M	787.01%
Leader	4.7 M	6.0 M	18.8 M	214.80%
Logic Stores	0.2 M	0.9 M	4.8 M	415.21%
Lotus	1.5 M	2.1 M	8.1 M	282.52%
Neptune	1.0 M	3.4 M	16.1 M	371.51%
Nomad Stores	0.5 M	1.6 M	4.0 M	146.93%
Notebillig	0.2 M	0.4 M	1.1 M	187.33%
Nova		0.0 M	0.4 M	2560.52%
Novus	1.9 M	3.7 M	9.9 M	164.20%
Otto	0.3 M	0.4 M	1.2 M	198.58%
Premium Stores	0.5 M	1.1 M	3.9 M	253.09%
Propel	1.6 M	2.5 M	10.8 M	340.63%
Radio Popular	0.5 M	1.5 M	5.3 M	262.46%
Radio Shack	0.8 M	1.7 M	5.4 M	211.51%
Reliance Digital	1.6 M	2.6 M	9.7 M	277.85%
Relief	0.4 M	1.0 M	4.1 M	303.53%
Sage	4.8 M	6.4 M	20.7 M	221.54%
Saturn	0.2 M	0.4 M	1.2 M	210.74%
Sorefoz	0.6 M	1.1 M	4.7 M	333.60%
Sound	0.6 M	1.7 M	4.4 M	160.25%
Staples	1.2 M	2.9 M	8.8 M	206.95%
Surface Stores	0.1 M	0.5 M	2.1 M	298.86%
Synthetic	1.9 M	4.4 M	12.2 M	175.94%
Taobao	0.2 M	1.3 M	3.3 M	148.65%
UniEuro	0.6 M	1.6 M	7.3 M	357.03%
Vijay Sales	1.7 M	2.1 M	8.5 M	297.78%
Viveks	1.6 M	2.2 M	7.8 M	248.10%
walmart	1.3 M	2.6 M	9.7 M	270.44%
Zone	0.3 M	1.6 M	5.3 M	236.25%
Grand Total	87.5 M	196.7 M	598.9 M	204.47%

FILTERS

region	All
division	All

**Market
Net Sales performance**

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%
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
FY	2019

P & L By Fiscal Year

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 Year

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	
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 Year

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	44.1 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 Comparsion

vs	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
2021 vs 2020	162.1%	164.7%	159.1%	161.1%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%			
2020 vs 2019	164.6%	156.5%	167.3%	161.4%	162.7%	162.0%	-67.1%	22.7%	53.1%	140.6%	148.0%	162.0%			

region	All
market	All
customer	All

New Products - 2021

All values are in USD

Products	21 vs 20	2021
AQ Clx3	0%	4.4 M
AQ Electron 3 3600 Desktop Processor	0%	14.2 M
AQ Gen Y	0%	19.5 M
AQ GEN Z	0%	11.7 M
AQ HOME Allin1 Gen 2	0%	3.5 M
AQ Lumina Ms	0%	4.2 M
AQ Marquee P3	0%	4.9 M
AQ Marquee P4	0%	1.7 M
AQ Maxima Ms	0%	13.7 M
AQ MB Lito	0%	2.8 M
AQ MB Lito 2	0%	2.3 M
AQ Qwerty	0%	22.0 M
AQ Qwerty Ms	0%	15.4 M
AQ Trigger	0%	20.7 M
AQ Trigger Ms	0%	17.9 M
AQ Wi Power Dx3	0%	17.2 M
Grand Total	0%	176.2 M



FILTERS

region	All
market	All
customer	All

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

Top 5 Products

All values are in USD

region	All
market	All
customer	All

Products	Qty
AQ Gamer 1	0.1 M
AQ GEN Z	0.1 M
AQ Home Allin1	0.0 M
AQ HOME Allin1 Gen 2	0.0 M
AQ Smash 2	0.0 M
Grand Total	0.2 M

Bottom 5 Products

All values are in USD



FILTERS

region	All
division	All
customer	All

Country	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

Top 5 Countries - Net Sales 2021

All values are in USD

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	3.0 M	19.4 M	541.3%
AQ Smash 2	0.4 M	11.2 M	2489.5%
AQ Home Allin1	0.7 M	5.2 M	669.0%
AQ GT 21	0.8 M	4.4 M	461.1%
AQ Pen Drive DRC	0.6 M	3.8 M	487.7%
AQ Zion Saga	0.7 M	3.6 M	428.5%
AQ Mx NB	0.0 M	1.4 M	5623.5%
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%
Grand Total	6.4 M	52.0 M	708.0%



FILTERS

region	All
market	All

Division Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4 M	94.7 M	84.38%
P & A	105.2 M	338.4 M	221.53%
PC	40.1 M	165.8 M	313.70%
Grand Total	196.7 M	598.9 M	204.48%