

## FILTERS

market	All
region	All
division	All

## Customers Net Sales Performance

All values are in USD

Customers	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.42 M	2.89 M	10.92 M	278.1%
All-Out		0.16 M	0.81 M	395.7%
Amazon	12.17 M	37.51 M	82.09 M	118.9%
Argos (Sainsbury's)	0.35 M	0.74 M	2.27 M	206.0%
Atlas Stores	0.18 M	0.67 M	3.17 M	370.3%
AtliQ e Store	7.18 M	23.67 M	52.98 M	123.8%
AtliQ Exclusive	9.58 M	17.68 M	61.12 M	245.8%
BestBuy	0.85 M	1.77 M	6.31 M	256.1%
Boulanger	0.24 M	0.83 M	4.07 M	392.9%
Chip 7	0.60 M	1.32 M	5.51 M	316.1%
Chiptec		0.42 M	3.02 M	622.0%
Control	0.91 M	2.20 M	7.67 M	249.2%
Coolblue	0.46 M	1.18 M	4.25 M	260.0%
Costco	1.14 M	2.75 M	9.29 M	237.4%
Croma	1.67 M	2.47 M	7.55 M	205.1%
Currys (Dixons Carphone)	0.29 M	0.76 M	1.87 M	146.9%
Digimarket	0.80 M	1.72 M	4.14 M	141.1%
Ebay	2.61 M	6.27 M	15.17 M	142.2%
Electricalsara Stores	0.12 M	0.65 M	1.85 M	186.0%
Electricalsbea Stores		0.14 M	0.72 M	404.6%
Electricalslance Stores	0.10 M	0.75 M	2.35 M	213.3%
Electricalslytical	1.80 M	2.61 M	11.94 M	357.5%
Electricalsocity	2.34 M	3.46 M	12.42 M	258.8%
Electricalsquipo Stores	0.18 M	0.68 M	3.64 M	435.3%
Elite	0.42 M	0.83 M	4.13 M	395.5%
Elkj�p	0.46 M	1.32 M	5.16 M	291.9%
Epic Stores	0.41 M	0.94 M	4.19 M	346.1%
Euronics	0.36 M	0.88 M	3.90 M	344.7%
Expert	0.79 M	1.77 M	6.43 M	264.0%
Expression	1.65 M	2.99 M	9.82 M	228.2%
Ezone	1.53 M	2.02 M	7.92 M	291.6%
Flawless Stores	0.07 M	0.46 M	1.81 M	296.3%
Flipkart	2.94 M	8.35 M	19.29 M	131.0%

# AtliQ Hardwares



Fnac-Darty	0.54 M	0.82 M	2.87 M	<div></div>	249.8%
Forward Stores	0.56 M	1.50 M	4.07 M	<div></div>	172.0%
Girias	1.55 M	2.07 M	8.67 M	<div></div>	319.3%
Info Stores	0.07 M	0.48 M	1.84 M	<div></div>	284.1%
Insight	0.42 M	1.01 M	2.76 M	<div></div>	171.8%
Integration Stores		0.16 M	1.44 M	<div></div>	787.2%
Leader	4.68 M	5.97 M	18.80 M	<div></div>	214.8%
Logic Stores	0.17 M	0.93 M	4.81 M	<div></div>	415.2%
Lotus	1.48 M	2.11 M	8.09 M	<div></div>	282.6%
Neptune	0.99 M	3.42 M	16.11 M	<div></div>	371.5%
Nomad Stores	0.53 M	1.63 M	4.02 M	<div></div>	146.9%
Notebillig	0.25 M	0.39 M	1.12 M	<div></div>	187.4%
Nova		0.01 M	0.35 M	<div></div>	2564.9%
Novus	1.87 M	3.73 M	9.85 M	<div></div>	164.2%
Otto	0.26 M	0.40 M	1.20 M	<div></div>	198.6%
Premium Stores	0.46 M	1.10 M	3.88 M	<div></div>	253.1%
Propel	1.59 M	2.46 M	10.83 M	<div></div>	340.6%
Radio Popular	0.51 M	1.45 M	5.27 M	<div></div>	262.6%
Radio Shack	0.81 M	1.75 M	5.44 M	<div></div>	211.5%
Reliance Digital	1.62 M	2.57 M	9.73 M	<div></div>	277.9%
Relief	0.39 M	1.01 M	4.06 M	<div></div>	303.6%
Sage	4.83 M	6.44 M	20.70 M	<div></div>	221.5%
Saturn	0.23 M	0.38 M	1.19 M	<div></div>	210.5%
Sorefoz	0.55 M	1.07 M	4.66 M	<div></div>	333.6%
Sound	0.56 M	1.67 M	4.36 M	<div></div>	160.3%
Staples	1.24 M	2.85 M	8.75 M	<div></div>	207.0%
Surface Stores	0.09 M	0.53 M	2.12 M	<div></div>	298.8%
Synthetic	1.89 M	4.42 M	12.19 M	<div></div>	176.0%
Taobao	0.22 M	1.33 M	3.30 M	<div></div>	148.7%
UniEuro	0.60 M	1.61 M	7.35 M	<div></div>	357.0%
Vijay Sales	1.73 M	2.15 M	8.53 M	<div></div>	297.8%
Viveks	1.55 M	2.24 M	7.78 M	<div></div>	248.1%
walmart	1.26 M	2.63 M	9.73 M	<div></div>	270.4%
Zone	0.34 M	1.56 M	5.26 M	<div></div>	236.2%
Grand Total	87.48 M	196.69 M	598.88 M		204.5%



Filters

region	All
market	All
division	All
customer	All
FY	2019

P&L Report Fiscal Year

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		
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 Report 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	17.1M	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 Report 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	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

2021 vs 2020	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%
2020 vs 2019	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%

**FILTER**

region All  
division All

**Market Performance Vs****Target**

All values are in USD

Country	2019	2020	2021	Target - 2021	Target21 %
Australia	3.88 M	10.70 M	20.99 M	-2.2M	-10.54%
Austria		0.12 M	2.84 M	-0.3M	-11.74%
Bangladesh	0.48 M	2.26 M	6.95 M	-0.7M	-10.31%
Canada	4.76 M	12.17 M	35.06 M	-5.1M	-14.45%
China	1.43 M	5.42 M	22.89 M	-2.1M	-9.03%
France	4.04 M	7.47 M	25.94 M	-2.2M	-8.44%
Germany	2.56 M	4.69 M	12.01 M	-1.5M	-12.72%
India	30.82 M	49.77 M	161.26 M	-9.6M	-5.92%
Indonesia	2.52 M	6.21 M	18.41 M	-2.4M	-12.93%
Italy	2.90 M	4.46 M	11.72 M	-1.0M	-8.96%
Japan		1.88 M	7.92 M	-0.3M	-4.12%
Netherlands	0.23 M	3.36 M	7.98 M	-0.7M	-8.22%
Newzealand		1.99 M	11.40 M	-1.4M	-12.30%
Norway		2.48 M	13.68 M	-1.4M	-10.50%
Pakistan	0.62 M	4.69 M	5.66 M	-0.5M	-9.27%
Philippines	5.69 M	13.37 M	31.86 M	-2.5M	-7.84%
Poland	0.41 M	2.79 M	5.19 M	-0.9M	-18.13%
Portugal	0.75 M	3.59 M	11.83 M	-0.5M	-4.29%
South Korea	12.80 M	17.28 M	48.97 M	-4.4M	-8.91%
Spain		1.77 M	12.62 M	-1.8M	-14.15%
Sweden	0.05 M	0.23 M	1.77 M	-0.2M	-11.11%
United Kingdom	2.00 M	8.08 M	34.15 M	-3.0M	-8.72%
USA	11.53 M	31.92 M	87.78 M	-10.2M	-11.66%
Grand Total	87.48 M	196.69 M	598.88 M	-54.9M	-9.17%

## GM% by Quarters (Sub-zone)

## Filters

FY 2019

GM % Sub-zone	Quarters Q1	Q2	Q3	Q4	Grand Total
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 % Sub-zone	Quarters Q1	Q2	Q3	Q4	Grand Total
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 % Sub-zone	Quarters Q1	Q2	Q3	Q4	Grand Total
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%

**Filters**

region All  
 sub\_zone All  
 FY 2021

**P & L****For Market**

All values are in USD

Market	Net sales	COGS	Gross Margin
Australia	20.99M	14.08M	6.91M
Austria	2.84M	1.98M	0.86M
Bangladesh	6.95M	4.55M	2.40M
Canada	35.06M	21.66M	13.39M
China	22.89M	13.49M	9.40M
France	25.94M	14.73M	11.22M
Germany	12.01M	8.86M	3.14M
India	161.26M	109.65M	51.61M
Indonesia	18.41M	11.34M	7.07M
Italy	11.72M	8.19M	3.53M
Japan	7.92M	4.24M	3.69M
Netherlands	7.98M	4.63M	3.36M
Newzealand	11.40M	5.90M	5.50M
Norway	13.68M	9.65M	4.03M
Pakistan	5.66M	3.61M	2.05M
Philippines	31.86M	19.40M	12.45M
Poland	5.19M	2.98M	2.21M
Portugal	11.83M	6.85M	4.98M
South Korea	48.97M	31.38M	17.59M
Spain	12.62M	8.44M	4.18M
Sweden	1.77M	1.06M	0.71M
United Kingdom	34.15M	18.74M	15.41M
USA	87.78M	55.31M	32.47M

**FILTER**

region	All
division	All
customer	All

**Top 10 Products**

All values are in USD

Product	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop			
Processor	3.0 M	19.4 M	541.3%
AQ GT 21	0.8 M	4.4 M	461.1%
AQ Home Allin1	0.7 M	5.2 M	669.0%
AQ LION x1	0.0 M	0.8 M	1619.5%
AQ LION x2	0.1 M	0.9 M	1668.9%
AQ LION x3	0.1 M	1.2 M	1692.3%
AQ Mx NB	0.0 M	1.4 M	5623.5%
AQ Pen Drive DRC	0.6 M	3.8 M	487.7%
AQ Smash 2	0.4 M	11.2 M	2489.5%
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>



FILTER

region	All
customer	All

Division Level Report

All values are in USD

Division	2020	2021	2021 vs 2020	
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

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	2E+07

Top 5 Products

region	All
division	All
customer	All

Products	Qty
AQ Gamer 1	51.7 K
AQ GEN Z	63.1 K
AQ Home Allin1	15.2 K
AQ HOME Allin1 Gen 2	8.9 K
AQ Smash 2	36.0 K
Grand Total	174887

Bottom 5 Products



region	All
division	All
customer	All

**New Products - 2021**

All values are in USD

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