



region	All	<b>Customer Performance Report</b> (All currency values are in USD)
market	All	
division	All	

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	278.1%
All-Out		0.2M	0.8M	395.7%
Amazon	12.2M	37.5M	82.1M	118.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	206.0%
Atlas Stores	0.2M	0.7M	3.2M	370.3%
AtliQ e Store	7.2M	23.7M	53.0M	123.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	245.8%
BestBuy	0.9M	1.8M	6.3M	256.1%
Boulangier	0.2M	0.8M	4.1M	392.9%
Chip 7	0.6M	1.3M	5.5M	316.1%
Chiptec		0.4M	3.0M	622.0%
Control	0.9M	2.2M	7.7M	249.2%
Coolblue	0.5M	1.2M	4.2M	260.0%
Costco	1.1M	2.8M	9.3M	237.4%
Croma	1.7M	2.5M	7.5M	205.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	146.9%
Digimarket	0.8M	1.7M	4.1M	141.1%
Ebay	2.6M	6.3M	15.2M	142.2%
Electricalsara Stores	0.1M	0.6M	1.9M	186.0%
Electricalsbea Stores		0.1M	0.7M	404.6%
Electricalslance Stores	0.1M	0.7M	2.3M	213.3%
Electricalslytical	1.8M	2.6M	11.9M	357.5%
Electricalsocity	2.3M	3.5M	12.4M	258.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	435.3%
Elite	0.4M	0.8M	4.1M	395.5%
Elkjøp	0.5M	1.3M	5.2M	291.9%
Epic Stores	0.4M	0.9M	4.2M	346.1%
Euronics	0.4M	0.9M	3.9M	344.7%
Expert	0.8M	1.8M	6.4M	264.0%
Expression	1.7M	3.0M	9.8M	228.2%
Ezone	1.5M	2.0M	7.9M	291.6%
Flawless Stores	0.1M	0.5M	1.8M	296.3%
Flipkart	2.9M	8.3M	19.3M	131.0%
Fnac-Darty	0.5M	0.8M	2.9M	249.8%
Forward Stores	0.6M	1.5M	4.1M	172.0%
Girias	1.5M	2.1M	8.7M	319.3%
Info Stores	0.1M	0.5M	1.8M	284.1%
Insight	0.4M	1.0M	2.8M	171.8%

# AtliQ Hardwares



Integration Stores		0.2M	1.4M		787.2%
Leader	4.7M	6.0M	18.8M		214.8%
Logic Stores	0.2M	0.9M	4.8M		415.2%
Lotus	1.5M	2.1M	8.1M		282.6%
Neptune	1.0M	3.4M	16.1M		371.5%
Nomad Stores	0.5M	1.6M	4.0M		146.9%
Notebillig	0.2M	0.4M	1.1M		187.4%
Nova		0.0M	0.4M		2564.9%
Novus	1.9M	3.7M	9.9M		164.2%
Otto	0.3M	0.4M	1.2M		198.6%
Premium Stores	0.5M	1.1M	3.9M		253.1%
Propel	1.6M	2.5M	10.8M		340.6%
Radio Popular	0.5M	1.5M	5.3M		262.6%
Radio Shack	0.8M	1.7M	5.4M		211.5%
Reliance Digital	1.6M	2.6M	9.7M		277.9%
Relief	0.4M	1.0M	4.1M		303.6%
Sage	4.8M	6.4M	20.7M		221.5%
Saturn	0.2M	0.4M	1.2M		210.5%
Sorefoz	0.6M	1.1M	4.7M		333.6%
Sound	0.6M	1.7M	4.4M		160.3%
Staples	1.2M	2.9M	8.8M		207.0%
Surface Stores	0.1M	0.5M	2.1M		298.8%
Synthetic	1.9M	4.4M	12.2M		176.0%
Taobao	0.2M	1.3M	3.3M		148.7%
UniEuro	0.6M	1.6M	7.3M		357.0%
Vijay Sales	1.7M	2.1M	8.5M		297.8%
Viveks	1.6M	2.2M	7.8M		248.1%
walmart	1.3M	2.6M	9.7M		270.4%
Zone	0.3M	1.6M	5.3M		236.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>		<b>204.5%</b>



region	All	<b>Market Performance Vs Target Report</b>					
division	All	(All currency values are in USD)					
Country	2019	2020	2021	Target 21	Target Deficit	Target %	
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%	
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>653.8M</b>	<b>-54.9M</b>	<b>-9.2%</b>	



region	All	<b>Top 10 Products</b> (All currency values in USD)
market	All	
division	All	

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



region	All
division	All
customer	All

Division	Sales 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 by Sales Qty.

region	All
division	All
customer	All

Division	Sales 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

Bottom 5 Products by Sales Qty.



market	All	<b>P&amp;L</b> <b>Fiscal Year Report</b>
region	All	
customer	All	

Metrics	Fiscal Years		
	2019	2020	2021
<b>N &amp; S</b>			
Net Sales	30M	51M	95M
COGS	18M	32M	60M
Gross Margin	12M	19M	35M
GM%	40.7%	36.8%	36.7%
<b>P &amp; A</b>			
Net Sales	40M	105M	338M
COGS	23M	66M	215M
Gross Margin	17M	39M	123M
GM%	41.9%	37.4%	36.4%
<b>PC</b>			
Net Sales	17M	40M	166M
COGS	10M	25M	106M
Gross Margin	7M	15M	60M
GM%	41.5%	37.4%	36.3%



region All  
sub\_zone All  
FY year 2021

**P&L**  
**for Markets**  
All Values in USD

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



FILTERS

region	All
market	All
customer	All
division	All
FY year	All

PNL Report by Fiscal Quarters

(All currency values in \$ USD)

Metrics	Quarters											
	Q1			Q2			Q3			Q4		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Net Sales	68.4M	83.3M	113.8M	119.4M	68.4M	63.8M	52.5M	57.6M	60.8M	62.5M	66.6M	65.9M
COGS	42.9M	52.2M	71.7M	75.4M	42.9M	40.0M	33.1M	36.3M	38.2M	39.3M	42.0M	41.6M
Gross Margin	25.5M	31.1M	42.1M	44.0M	25.6M	23.8M	19.4M	21.4M	22.6M	23.3M	24.6M	24.3M
GM%	37.3%	37.4%	37.0%	36.9%	37.3%	37.3%	37.0%	37.1%	37.2%	37.2%	36.9%	36.9%