






























Filter

region	All
market	All
division	All

Customer Net Sales Performance

Values in USD

Customer	Net Sales 19	Net Sales 20	Net Sales 21	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%
Boulanger	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%

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%
Grand Total	87.5M	196.7M	598.9M		204.5%

Filter

region All
division All

Market
Performance Vs Target
Value In USD

Market	Net Sales 19	Net Sales 20	Net Sales 21	2021-Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.54%
Austria		0.1M	2.8M	-0.3M	-10.50%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.35%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.63%
China	1.4M	5.4M	22.9M	-2.1M	-8.28%
France	4.0M	7.5M	25.9M	-2.2M	-7.78%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.29%
India	30.8M	49.8M	161.3M	-9.6M	-5.59%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.45%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.22%
Japan		1.9M	7.9M	-0.3M	-3.96%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.59%
Newzealand		2.0M	11.4M	-1.4M	-10.95%
Norway		2.5M	13.7M	-1.4M	-9.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.48%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.27%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.35%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.12%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.18%
Spain		1.8M	12.6M	-1.8M	-12.39%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.00%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.02%
USA	11.5M	31.9M	87.8M	-10.2M	-10.44%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.40%



Filter

region All
market All

Division Level Report
2020 - 2021
Values in USD

Products	Net Sales 20	Net Sales 21	21 Vs 20 %
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
Grand Total	196.7M	598.9M	204.5%



Filter

region	All
market	All

Top 5 Productcs
(Qty Sold)

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

region	All
market	All

Bottom 5 Productcs
(Qty Sold)

Products	Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
Grand Total	175K



Filters

division	All
market	All
region	All

New Products ↑
that AtliQ began to
sell in 2021

Values in USD

Products	Net Sales 21
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
Grand Total	176.2M



Filter

region	All
market	All

Market	Net Sales 21
India	161.3M
USA	87.8M
South Korea	49.0M
Canada	35.1M
United Kingdom	34.2M
Grand Total	367.2M

Top 5 Countries
By Net Sales
in 2021
Values in USD



Filter

region	All
division	All
market	All
customer	All

P & L
By Fiscal Years
Values in USD

Note: 21 vs 20 is not a part of Pivot table

Metrics	Fiscal Years		2021	21 vs 20
	2019	2020		
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%



Filter

region	All
division	All
market	All
customer	All
FY	2019

P & L
By Fiscal Years
Values in USD

Note: 21 vs 20 is not a part of Pivot table

Metrics	Quarters											
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 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
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
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
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%

region	All
division	All
market	All
customer	All
FY	2020

P & L
By Fiscal Years
Values in USD

Note: 21 vs 20 is not a part of Pivot table

Metrics	Quarters											
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 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
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
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
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%

region	All
division	All
market	All
customer	All
FY	2021

P & L
By Fiscal Years
Values in USD

Note: 21 vs 20 is not a part of Pivot table

Metrics	Quarters											
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 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
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
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
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%