

**FILTER**

Market All
Region All
Division All

Customers Net Sales Performance

All Values are in USD

Customer	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%
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%

AtliQ Hardwares



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

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Market Performance vs Target

All Values are in USD

Market	2019	2020	2021	2021 - Target	Gap %
Japan		1.9M	7.9M	-0.3M	-4.0%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Norway		2.5M	13.7M	-1.4M	-9.5%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
Austria		0.1M	2.8M	-0.3M	-10.5%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Spain		1.8M	12.6M	-1.8M	-12.4%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%



FILTERS

Region	All
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Top 10 Products
{By Net Sales}
All values are in USD

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



FILTERS

Region	All
Customer	All

Division Level Report

(Net Sales)

All values are in USD

Division	2020	2021	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%



FILTERS

Region	All
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Top 5 Products
(By Quantity)

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

FILTERS

Region	All
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Bottom 5 Products
(By Quantity)

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

**FILTERS**

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New Products- 2021

(Net Sales)

All values are in USD

Product	2021	% Contribution
AQ Qwerty	22.0M	3.7%
AQ Trigger	20.7M	3.5%
AQ Gen Y	19.5M	3.3%
AQ Trigger Ms	17.9M	3.0%
AQ Wi Power Dx3	17.2M	2.9%
AQ Qwerty Ms	15.4M	2.6%
AQ Electron 3 3600 Desktop Processor	14.2M	2.4%
AQ Maxima Ms	13.7M	2.3%
AQ GEN Z	11.7M	2.0%
AQ Marquee P3	4.9M	0.8%
AQ Clx3	4.4M	0.7%
AQ Lumina Ms	4.2M	0.7%
AQ HOME Allin1 Gen 2	3.5M	0.6%
AQ MB Lito	2.8M	0.5%
AQ MB Lito 2	2.3M	0.4%
AQ Marquee P4	1.7M	0.3%
Grand Total	176.2M	29.4%



FILTERS

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Top 5 Countries

(Net Sales)

All values are in USD

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



FILTERS

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P & L by Fiscal Year

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	87.5M	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%



FILTERS

Market All

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FY 2019

P & L by Fiscal Months

All Values are in USD

Note: Do not modify the Pivot Table

Metrics	Qtr												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%

Market All

Region All

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Customer All

FY 2020

P & L by Fiscal Months

All Values are in USD

Metrics	Qtr												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%

AtliQ Hardwares



Market All
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FY 2021

P & L by Fiscal Months

All Values are in USD

Metrics	Qtr												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 (Growth) 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%