

FILTER

| | |
|----------|-----|
| region | All |
| division | All |
| market | All |

Customer

Net Sales Performance

| Customer | 2019 | 2020 | 2021 | 2021 v/s 2020% |
|--------------------------|---------|---------|---------|----------------|
| Acclaimed Stores | 1.42 M | 2.89 M | 10.92 M | 378.08% |
| All-Out | | 0.16 M | 0.81 M | 495.70% |
| Amazon | 12.17 M | 37.51 M | 82.09 M | 218.87% |
| Argos (Sainsbury's) | 0.35 M | 0.74 M | 2.27 M | 305.98% |
| Atlas Stores | 0.18 M | 0.67 M | 3.17 M | 470.34% |
| Atliq e Store | 7.18 M | 23.67 M | 52.98 M | 223.83% |
| Atliq Exclusive | 9.58 M | 17.68 M | 61.12 M | 345.77% |
| BestBuy | 0.85 M | 1.77 M | 6.31 M | 356.08% |
| Boulanger | 0.24 M | 0.83 M | 4.07 M | 492.93% |
| Chip 7 | 0.60 M | 1.32 M | 5.51 M | 416.07% |
| Chiptec | | 0.42 M | 3.02 M | 722.03% |
| Control | 0.91 M | 2.20 M | 7.67 M | 349.23% |
| Coolblue | 0.46 M | 1.18 M | 4.25 M | 360.00% |
| Costco | 1.14 M | 2.75 M | 9.29 M | 337.37% |
| Croma | 1.67 M | 2.47 M | 7.55 M | 305.11% |
| Currys (Dixons Carphone) | 0.29 M | 0.76 M | 1.87 M | 246.94% |
| Digimarket | 0.80 M | 1.72 M | 4.14 M | 241.05% |
| Ebay | 2.61 M | 6.27 M | 15.17 M | 242.16% |
| Electricalsara Stores | 0.12 M | 0.65 M | 1.85 M | 285.96% |
| Electricalsbea Stores | | 0.14 M | 0.72 M | 504.64% |
| Electricalslance Stores | 0.10 M | 0.75 M | 2.35 M | 313.34% |
| Electricalslytical | 1.80 M | 2.61 M | 11.94 M | 457.50% |
| Electricalsocity | 2.34 M | 3.46 M | 12.42 M | 358.75% |
| Electricalsquipo Stores | 0.18 M | 0.68 M | 3.64 M | 535.32% |
| Elite | 0.42 M | 0.83 M | 4.13 M | 495.52% |
| Elkj p | 0.46 M | 1.32 M | 5.16 M | 391.90% |
| Epic Stores | 0.41 M | 0.94 M | 4.19 M | 446.06% |
| Euronics | 0.36 M | 0.88 M | 3.90 M | 444.67% |
| Expert | 0.79 M | 1.77 M | 6.43 M | 363.98% |
| Expression | 1.65 M | 2.99 M | 9.82 M | 328.24% |
| Ezone | 1.53 M | 2.02 M | 7.92 M | 391.62% |
| Flawless Stores | 0.07 M | 0.46 M | 1.81 M | 396.28% |
| Flipkart | 2.94 M | 8.35 M | 19.29 M | 231.03% |
| Fnac-Darty | 0.54 M | 0.82 M | 2.87 M | 349.77% |
| Forward Stores | 0.56 M | 1.50 M | 4.07 M | 271.97% |
| Girias | 1.55 M | 2.07 M | 8.67 M | 419.29% |
| Info Stores | 0.07 M | 0.48 M | 1.84 M | 384.09% |
| Insight | 0.42 M | 1.01 M | 2.76 M | 271.84% |
| Integration Stores | | 0.16 M | 1.44 M | 887.19% |
| Leader | 4.68 M | 5.97 M | 18.80 M | 314.81% |
| Logic Stores | 0.17 M | 0.93 M | 4.81 M | 515.17% |
| Lotus | 1.48 M | 2.11 M | 8.09 M | 382.61% |
| Neptune | 0.99 M | 3.42 M | 16.11 M | 471.50% |

AtliQ Hardwares



| | | | | | |
|------------------|---------|----------|----------|--|----------|
| Nomad Stores | 0.53 M | 1.63 M | 4.02 M | | 246.89% |
| Notebillig | 0.25 M | 0.39 M | 1.12 M | | 287.39% |
| Nova | | 0.01 M | 0.35 M | | 2664.92% |
| Novus | 1.87 M | 3.73 M | 9.85 M | | 264.20% |
| Otto | 0.26 M | 0.40 M | 1.20 M | | 298.58% |
| Premium Stores | 0.46 M | 1.10 M | 3.88 M | | 353.09% |
| Propel | 1.59 M | 2.46 M | 10.83 M | | 440.64% |
| Radio Popular | 0.51 M | 1.45 M | 5.27 M | | 362.56% |
| Radio Shack | 0.81 M | 1.75 M | 5.44 M | | 311.51% |
| Reliance Digital | 1.62 M | 2.57 M | 9.73 M | | 377.90% |
| Relief | 0.39 M | 1.01 M | 4.06 M | | 403.57% |
| Sage | 4.83 M | 6.44 M | 20.70 M | | 321.52% |
| Saturn | 0.23 M | 0.38 M | 1.19 M | | 310.46% |
| Sorefoz | 0.55 M | 1.07 M | 4.66 M | | 433.63% |
| Sound | 0.56 M | 1.67 M | 4.36 M | | 260.26% |
| Staples | 1.24 M | 2.85 M | 8.75 M | | 306.95% |
| Surface Stores | 0.09 M | 0.53 M | 2.12 M | | 398.80% |
| Synthetic | 1.89 M | 4.42 M | 12.19 M | | 275.98% |
| Taobao | 0.22 M | 1.33 M | 3.30 M | | 248.66% |
| UniEuro | 0.60 M | 1.61 M | 7.35 M | | 457.03% |
| Vijay Sales | 1.73 M | 2.15 M | 8.53 M | | 397.78% |
| Viveks | 1.55 M | 2.24 M | 7.78 M | | 348.10% |
| walmart | 1.26 M | 2.63 M | 9.73 M | | 370.45% |
| Zone | 0.34 M | 1.56 M | 5.26 M | | 336.20% |
| Grand Total | 87.48 M | 196.69 M | 598.88 M | | 304.48% |

FILTER

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

Top 10 Products**All Value are in USD**

| Products | 2020 | 2021 | 21 v/s 2020% |
|--------------------------|---------------|----------------|----------------|
| AQ Mx NB | 0.03 M | 1.44 M | 5723.52% |
| AQ Smash 2 | 0.43 M | 11.21 M | 2589.49% |
| AQ LION x3 | 0.07 M | 1.23 M | 1792.25% |
| AQ LION x2 | 0.05 M | 0.94 M | 1768.87% |
| AQ LION x1 | 0.05 M | 0.84 M | 1719.49% |
| AQ Home Allin1 | 0.67 M | 5.16 M | 768.99% |
| AQ Electron 4 3600 Deskt | 3.02 M | 19.35 M | 641.26% |
| AQ Pen Drive DRC | 0.65 M | 3.81 M | 587.66% |
| AQ GT 21 | 0.78 M | 4.38 M | 561.14% |
| AQ Zion Saga | 0.69 M | 3.64 M | 528.55% |
| Grand Total | 6.43 M | 51.99 M | 808.04% |

FILTER

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|----------|-----|
| region | All |
| customer | All |

Division Report**All Value are in USD**

| Division | 2020 | 2021 | 21 v/s 20 |
|--------------------|-----------------|-----------------|----------------|
| N & S | 51.38 M | 94.73 M | 84.38% |
| P & A | 105.24 M | 338.38 M | 221.53% |
| PC | 40.07 M | 165.76 M | 313.70% |
| Grand Total | 196.69 M | 598.88 M | 204.48% |



FILTER

| | |
|----------|-----|
| region | All |
| customer | All |

| Products | Total Qty |
|--------------------------|----------------|
| AQ Gamers | 3.38 M |
| AQ Gamers Ms | 3.98 M |
| AQ Master wired x1 Ms | 4.15 M |
| AQ Master wireless x1 | 3.37 M |
| AQ Master wireless x1 Ms | 4.13 M |
| Grand Total | 19.00 M |

Top 5 product by Qty

FILTER













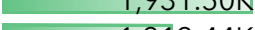
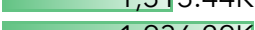
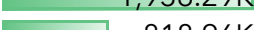

| | |
|----------|-----|
| region | All |
| customer | All |

| Products | Total Qty |
|----------------------|----------------|
| AQ GEN Z | 63.06K |
| AQ Gamer 1 | 51.72K |
| AQ Smash 2 | 36.03K |
| AQ Home Allin1 | 15.22K |
| AQ HOME Allin1 Gen 2 | 8.85K |
| Grand Total | 174.89K |

Bottoms 5 Products by Qty

FILTER

| | |
|----------|-----|
| region | All |
| customer | All |

| Products | Total Qty | 2021 |
|--------------------------|---|-----------------|
| AQ Clx3 |  388.40K | 4.39 M |
| AQ Electron 3 3600 Deskt |  154.53K | 14.21 M |
| AQ Gen Y |  112.44K | 19.52 M |
| AQ GEN Z |  63.06K | 11.70 M |
| AQ HOME Allin1 Gen 2 |  8.85K | 3.51 M |
| AQ Lumina Ms |  391.07K | 4.21 M |
| AQ Marquee P3 |  231.70K | 4.86 M |
| AQ Marquee P4 |  75.58K | 1.68 M |
| AQ Maxima Ms |  1,956.62K | 13.66 M |
| AQ MB Lito |  159.27K | 2.85 M |
| AQ MB Lito 2 |  106.48K | 2.29 M |
| AQ Qwerty |  1,639.75K | 21.98 M |
| AQ Qwerty Ms |  1,931.50K | 15.41 M |
| AQ Trigger |  1,313.44K | 20.74 M |
| AQ Trigger Ms |  1,936.29K | 17.90 M |
| AQ Wi Power Dx3 |  818.96K | 17.25 M |
| Grand Total | 11,287.94K | 176.16 M |

FILTER

| | |
|----------|-----|
| region | All |
| customer | All |

Top 5 Countries by NetSales2021**All Value are in USD**

| Countries | 2021 |
|--------------------|-----------------|
| Canada | 35.06 M |
| India | 161.26 M |
| South Korea | 48.97 M |
| United Kingdom | 34.15 M |
| USA | 87.78 M |
| Grand Total | 367.22 M |

FILTER

| | |
|----------|-----|
| region | All |
| division | All |

Market

Performance v/s Target

All Value are in USD

| Country | 2019 | 2020 | 2021 | 2021- Target | 2021- Target % |
|--------------------|----------------|-----------------|-----------------|-----------------|----------------|
| Australia | 3.88 M | 10.70 M | 20.99 M | -2.21 M | -9.54% |
| Austria | | 0.12 M | 2.84 M | -0.33 M | -10.50% |
| Bangladesh | 0.48 M | 2.26 M | 6.95 M | -0.72 M | -9.35% |
| Canada | 4.76 M | 12.17 M | 35.06 M | -5.07 M | -12.63% |
| China | 1.43 M | 5.42 M | 22.89 M | -2.07 M | -8.28% |
| France | 4.04 M | 7.47 M | 25.94 M | -2.19 M | -7.78% |
| Germany | 2.56 M | 4.69 M | 12.01 M | -1.53 M | -11.29% |
| India | 30.82 M | 49.77 M | 161.26 M | -9.55 M | -5.59% |
| Indonesia | 2.52 M | 6.21 M | 18.41 M | -2.38 M | -11.45% |
| Italy | 2.90 M | 4.46 M | 11.72 M | -1.05 M | -8.22% |
| Japan | | 1.88 M | 7.92 M | -0.33 M | -3.96% |
| Netherlands | 0.23 M | 3.36 M | 7.98 M | -0.66 M | -7.59% |
| Newzealand | | 1.99 M | 11.40 M | -1.40 M | -10.95% |
| Norway | | 2.48 M | 13.68 M | -1.44 M | -9.50% |
| Pakistan | 0.62 M | 4.69 M | 5.66 M | -0.52 M | -8.48% |
| Philippines | 5.69 M | 13.37 M | 31.86 M | -2.50 M | -7.27% |
| Poland | 0.41 M | 2.79 M | 5.19 M | -0.94 M | -15.35% |
| Portugal | 0.75 M | 3.59 M | 11.83 M | -0.51 M | -4.12% |
| South Korea | 12.80 M | 17.28 M | 48.97 M | -4.36 M | -8.18% |
| Spain | | 1.77 M | 12.62 M | -1.79 M | -12.39% |
| Sweden | 0.05 M | 0.23 M | 1.77 M | -0.20 M | -10.00% |
| United Kingdom | 2.00 M | 8.08 M | 34.15 M | -2.98 M | -8.02% |
| USA | 11.53 M | 31.92 M | 87.78 M | -10.24 M | -10.44% |
| Grand Total | 87.48 M | 196.69 M | 598.88 M | -54.94 M | -8.40% |



region All
division All
market All

P&L Report
By Fiscal Years
All Value are in USD

Note 21 v/s 20 is not part of Pivot table

| Metrics | Fiscal Years | | | 2021 v/s 2020 Growth |
|--------------|--------------|----------|----------|----------------------|
| | 2019 | 2020 | 2021 | |
| Net Sales | 87.48 M | 196.69 M | 598.88 M | 204% |
| Total Cogs | 51.24 M | 123.37 M | 380.71 M | 209% |
| Gross Margin | 36.24 M | 73.32 M | 218.16 M | 198% |
| GM % | 41.43% | 37.28% | 36.43% | -2% |



| Filter | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY Year | 2019 |

P&L
By Fiscal Months
All Value are in USD
Note: Do not Modify the Pivot Table Report

| Quarter Months | | | | | | | | | | | | | | Grand Total |
|----------------|-----------|---------|----------|----------|---------|----------|--------|--------|--------|--------|--------|--------|---------|-------------|
| | Q1 | | | | Q2 | | Q3 | | Q4 | | | | | |
| Metrics | September | October | November | December | January | February | March | April | May | June | July | August | | |
| Net Sales | 6.46 M | 8.04 M | 10.74 M | 11.44 M | 6.52 M | 6.08 M | 6.41 M | 6.32 M | 6.49 M | 6.18 M | 6.48 M | 6.31 M | 87.48 M | |
| Total Cogs | 3.82 M | 4.66 M | 6.28 M | 6.70 M | 3.86 M | 3.53 M | 3.75 M | 3.71 M | 3.84 M | 3.59 M | 3.79 M | 3.70 M | 51.24 M | |
| Gross Margin | 2.64 M | 3.37 M | 4.45 M | 4.73 M | 2.67 M | 2.55 M | 2.66 M | 2.62 M | 2.65 M | 2.60 M | 2.69 M | 2.61 M | 36.24 M | |
| GM % | 40.87% | 41.97% | 41.49% | 41.39% | 40.87% | 41.94% | 41.45% | 41.39% | 40.79% | 42.00% | 41.48% | 41.39% | 41.43% | |

| Filter | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY Year | 2020 |

P&L
By Fiscal Months
All Value are in USD

| Quarter Months | | | | | | | | | | | | | | Grand Total |
|----------------|-----------|---------|----------|----------|---------|----------|--------|--------|--------|---------|---------|---------|----------|-------------|
| | Q1 | | | | Q2 | | Q3 | | Q4 | | | | | |
| Metrics | September | October | November | December | January | February | March | April | May | June | July | August | | |
| Net Sales | 17.10 M | 20.63 M | 28.69 M | 29.90 M | 17.13 M | 15.93 M | 2.11 M | 7.76 M | 9.93 M | 14.88 M | 16.08 M | 16.54 M | 196.69 M | |
| Total Cogs | 10.64 M | 12.83 M | 18.07 M | 18.89 M | 10.67 M | 9.92 M | 1.34 M | 4.83 M | 6.21 M | 9.34 M | 10.18 M | 10.45 M | 123.37 M | |
| Gross Margin | 6.46 M | 7.79 M | 10.63 M | 11.01 M | 6.47 M | 6.01 M | 0.77 M | 2.93 M | 3.72 M | 5.55 M | 5.90 M | 6.08 M | 73.32 M | |
| GM % | 37.77% | 37.78% | 37.04% | 36.81% | 37.75% | 37.74% | 36.68% | 37.73% | 37.49% | 37.27% | 36.68% | 36.79% | 37.28% | |



| Filter | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY Year | 2021 |

P&L
By Fiscal Months
All Value are in USD

| | Quarter Months | | | | | | | | | | | | | |
|--------------|----------------|---------|----------|----------|---------|----------|---------|---------|---------|---------|---------|---------|-------------|--|
| | Q1 | | | | Q2 | | Q3 | | Q4 | | | | Grand Total | |
| Metrics | September | October | November | December | January | February | March | April | May | June | July | August | | |
| Net Sales | 44.82 M | 54.59 M | 74.34 M | 78.06 M | 44.79 M | 41.82 M | 43.95 M | 43.54 M | 44.40 M | 41.47 M | 44.05 M | 43.05 M | 598.88 M | |
| Total Cogs | 28.39 M | 34.65 M | 47.36 M | 49.76 M | 28.36 M | 26.54 M | 27.97 M | 27.72 M | 28.13 M | 26.35 M | 28.03 M | 27.44 M | 380.71 M | |
| Gross Margin | 16.43 M | 19.94 M | 26.98 M | 28.30 M | 16.43 M | 15.28 M | 15.98 M | 15.82 M | 16.27 M | 15.11 M | 16.02 M | 15.61 M | 218.16 M | |
| GM % | 36.65% | 36.52% | 36.29% | 36.26% | 36.68% | 36.53% | 36.37% | 36.33% | 36.63% | 36.45% | 36.37% | 36.26% | 36.43% | |

Net Sales Comparison

| | | | | | | | | | | | | |
|-----------|---------|---------|---------|---------|---------|---------|----------|---------|---------|---------|---------|---------|
| 21 v/s 20 | 162.06% | 164.68% | 159.10% | 161.05% | 161.40% | 162.49% | 1981.59% | 461.21% | 347.02% | 178.64% | 173.93% | 160.31% |
| 20 v/s 19 | 164.63% | 156.58% | 167.27% | 161.45% | 162.75% | 162.02% | -67.07% | 22.73% | 53.05% | 140.65% | 148.00% | 162.03% |

region All

division All

FY Year **2021****P&L****For Market****All Value are in USD**

Note 21 v/s 20 is not part of Pivot table

| Country | Net Sales | Total Cogs | Gross Margin | GM % |
|--------------------|-----------------|-----------------|-----------------|---------------|
| Australia | 20.99 M | 14.08 M | 6.91 M | 32.92% |
| Austria | 2.84 M | 1.98 M | 0.86 M | 30.11% |
| Bangladesh | 6.95 M | 4.55 M | 2.40 M | 34.54% |
| Canada | 35.06 M | 21.66 M | 13.39 M | 38.21% |
| China | 22.89 M | 13.49 M | 9.40 M | 41.07% |
| France | 25.94 M | 14.73 M | 11.22 M | 43.24% |
| Germany | 12.01 M | 8.86 M | 3.14 M | 26.18% |
| India | 161.26 M | 109.65 M | 51.61 M | 32.00% |
| Indonesia | 18.41 M | 11.34 M | 7.07 M | 38.41% |
| Italy | 11.72 M | 8.19 M | 3.53 M | 30.13% |
| Japan | 7.92 M | 4.24 M | 3.69 M | 46.52% |
| Netherlands | 7.98 M | 4.63 M | 3.36 M | 42.03% |
| Newzealand | 11.40 M | 5.90 M | 5.50 M | 48.23% |
| Norway | 13.68 M | 9.65 M | 4.03 M | 29.48% |
| Pakistan | 5.66 M | 3.61 M | 2.05 M | 36.18% |
| Philippines | 31.86 M | 19.40 M | 12.45 M | 39.09% |
| Poland | 5.19 M | 2.98 M | 2.21 M | 42.56% |
| Portugal | 11.83 M | 6.85 M | 4.98 M | 42.13% |
| South Korea | 48.97 M | 31.38 M | 17.59 M | 35.92% |
| Spain | 12.62 M | 8.44 M | 4.18 M | 33.13% |
| Sweden | 1.77 M | 1.06 M | 0.71 M | 40.22% |
| United Kingdo | 34.15 M | 18.74 M | 15.41 M | 45.13% |
| USA | 87.78 M | 55.31 M | 32.47 M | 36.99% |
| Grand Total | 598.88 M | 380.71 M | 218.16 M | 36.43% |

P&L**GM% by Quarters(Sub-zone):2019****All Value are in USD****Filter**

FY Year 2019

Note: Do not Modify the Pivot Table Report

| GM % | Quarter Months | | | | |
|-----------|----------------|-------|-------|-------|-------------|
| Sub Zones | Q1 | Q2 | Q3 | Q4 | Grand Total |
| ANZ | 42.6% | 42.7% | 42.6% | 42.5% | 42.6% |
| India | 42.4% | 42.5% | 42.0% | 42.5% | 42.4% |
| nan | 35.5% | 34.7% | 35.4% | 35.7% | 35.4% |
| NE | 36.7% | 37.1% | 36.5% | 36.6% | 36.7% |
| ROA | 44.4% | 44.6% | 44.0% | 44.5% | 44.4% |
| SE | 44.2% | 44.6% | 44.0% | 44.2% | 44.2% |

P&L**GM% by Quarters(Sub-zone):2020****All Value are in USD****Filter**

FY Year 2020

Note: Do not Modify the Pivot Table Report

| GM % | Quarter Months | | | | |
|-----------|----------------|-------|-------|-------|-------------|
| Sub Zones | Q1 | Q2 | Q3 | Q4 | Grand Total |
| ANZ | 42.9% | 44.1% | 42.8% | 41.8% | 42.8% |
| India | 32.2% | 32.3% | 32.4% | 32.0% | 32.2% |
| nan | 40.1% | 39.6% | 39.1% | 39.7% | 39.8% |
| NE | 37.7% | 37.8% | 38.5% | 37.7% | 37.8% |
| ROA | 37.9% | 39.8% | 38.8% | 37.7% | 38.2% |
| SE | 37.8% | 38.3% | 38.2% | 37.8% | 37.9% |

P&L**GM% by Quarters(Sub-zone):2021****All Value are in USD****Filter**

FY Year 2021

Note: Do not Modify the Pivot Table Report

| GM % | Quarter | | | | |
|-----------|---------|-------|-------|-------|-------------|
| Sub Zones | Q1 | Q2 | Q3 | Q4 | Grand Total |
| ANZ | 38.2% | 39.2% | 38.3% | 38.0% | 38.3% |
| India | 32.0% | 32.2% | 31.9% | 32.0% | 32.0% |
| nan | 37.4% | 37.0% | 37.5% | 37.4% | 37.3% |
| NE | 38.3% | 38.2% | 38.2% | 38.3% | 38.3% |
| ROA | 38.2% | 39.3% | 38.1% | 38.1% | 38.3% |
| SE | 38.4% | 38.6% | 38.6% | 38.5% | 38.5% |