

## FILTERS

region	All
market	All
division	All

## Customer

### Net Sales Performance

All Values in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
AtliQ e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsociety	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores	0.2M	0.9M	4.8M	515.2%

# AtliQ Hardware



Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.48%</b>

## FILTERS

region All  
division All

## Market

## Performance vs Target

All Values in USD

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

**FILTER**

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**Top 10 Products**

All values in USD

Product	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>808.0%</b>



FILTER

region All  
customer All

Division Level Report

All values in USD

Division	2020	2021	21 vs 20	
N & S	51.4M	94.7M	<div></div>	184.4%
P & A	105.2M	338.4M	<div></div>	321.5%
PC	40.1M	165.8M	<div></div>	413.7%
Grand Total	196.7M	598.9M		304.5%



**FILTER**

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**Top 5 Products**

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
<b>Grand Total</b>	<b>19.0M</b>



**FILTER**

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**Bottum 5 Products**

Products	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
<b>Grand Total</b>	<b>174.9K</b>

**FILTER**

region	All
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**New Products - 2021**

All values are in USD

Products	2021
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>





**FILTER**

region	All
customer	All

**Top 5 Country - 2021**

All values are in USD

Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
<b>Grand Total</b>	<b>367.2M</b>



**FILTERS**

region	All
market	All
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**P & L**

**By Fiscal Years**

**All values in USD**

Note: 21 vs 20 is not part of Pivot Table

Metrics	Fiscal Years			21 vs 20
	2019	2020	2021	
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**

region	All
market	All
division	All
customer	All
FY	2019

**P & L****By Fiscal Years**

All values in USD

Metrics	Quarters					
	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	Feb
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%

region	All
market	All
division	All
customer	All
FY	2020

**P & L****By Fiscal Years**

All values in USD

Metrics	Quarters					
	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	Feb
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%

region	All
market	All
division	All
customer	All
FY	2021

**P & L****By Fiscal Years**

All values in USD

Metrics	Quarters					
	Q1			Q2		
	Sep	Oct	Nov	Dec	Jan	Feb
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%

**Net Sales  
Comparison**

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%

Note: Don't modify the pivot table

Q3			Q4			Grand Total
Mar	Apr	May	Jun	Jul	Aug	
6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

Q3			Q4			Grand Total
Mar	Apr	May	Jun	Jul	Aug	
2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

Q3			Q4			Grand Total
Mar	Apr	May	Jun	Jul	Aug	
44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%

1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

**FILTERS**

region All  
division All  
FY 2021

**P & L****for Markets**

All values in USD

Market	Net Sales	COGS	Gross Margin
Australia	21.0M	14.1M	6.9M
Austria	2.8M	2.0M	0.9M
Bangladesh	7.0M	4.5M	2.4M
Canada	35.1M	21.7M	13.4M
China	22.9M	13.5M	9.4M
France	25.9M	14.7M	11.2M
Germany	12.0M	8.9M	3.1M
India	161.3M	109.7M	51.6M
Indonesia	18.4M	11.3M	7.1M
Italy	11.7M	8.2M	3.5M
Japan	7.9M	4.2M	3.7M
Netherlands	8.0M	4.6M	3.4M
Newzealand	11.4M	5.9M	5.5M
Norway	13.7M	9.6M	4.0M
Pakistan	5.7M	3.6M	2.0M
Philippines	31.9M	19.4M	12.5M
Poland	5.2M	3.0M	2.2M
Portugal	11.8M	6.8M	5.0M
South Korea	49.0M	31.4M	17.6M
Spain	12.6M	8.4M	4.2M
Sweden	1.8M	1.1M	0.7M
United Kingdom	34.2M	18.7M	15.4M
USA	87.8M	55.3M	32.5M
Grand Total	598.9M	380.7M	218.2M



GM %	
	32.9%
	30.1%
	34.5%
	38.2%
	41.1%
	43.2%
	26.2%
	32.0%
	38.4%
	30.1%
	46.5%
	42.0%
	48.2%
	29.5%
	36.2%
	39.1%
	42.6%
	42.1%
	35.9%
	33.1%
	40.2%
	45.1%
	37.0%
	36.4%

**FILTERS**

FY

**2019****GM% by Quarters (sub\_zone)**

GM % Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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				Grand Total
	Q1	Q2	Q3	Q4	
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				Grand Total
	Q1	Q2	Q3	Q4	
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%