

Customer Net Sales Performance

FILTERS

region	APAC
market	All
division	All

(All values are in USD)

Customer	2019	2020	2021	2021 vs 2020
Acclaimed Stores	0.6M	1.1M	4.4M	397.6%
All-Out		0.2M	0.8M	495.7%
Amazon	7.6M	20.3M	43.8M	216.0%
Atliq e Store	4.6M	13.7M	28.3M	205.8%
AtliQ Exclusive	6.8M	11.2M	39.4M	353.3%
Control	0.1M	0.3M	1.2M	383.1%
Croma	1.7M	2.5M	7.5M	305.1%
Digimarket	0.5M	1.3M	3.0M	225.4%
Ebay	1.7M	3.6M	8.5M	235.9%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslytical	1.6M	2.0M	8.4M	431.1%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
Epic Stores		0.2M	1.5M	671.6%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores		0.1M	0.7M	486.2%
Flipkart	1.9M	4.3M	9.9M	231.8%
Forward Stores	0.5M	1.2M	2.9M	243.4%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores		0.1M	0.7M	477.6%
Insight	0.4M	1.0M	2.8M	271.8%
Leader	4.7M	6.0M	18.8M	314.8%
Logic Stores		0.2M	1.7M	681.0%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.1M	0.8M	1.2M	154.5%
Novus	1.9M	3.7M	9.9M	264.2%
Propel	1.6M	2.5M	10.8M	440.6%
Reliance Digital	1.6M	2.2M	8.5M	387.2%
Sage	4.4M	5.5M	17.5M	320.8%
Sound	0.6M	1.4M	2.6M	189.5%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.2M	10.7M	255.6%
Taobao	0.2M	1.3M	3.3M	248.7%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	58.2M	113.6M	336.3M	296.1%



Market Performance Vs Targets

FILTERS

region	All
division	All

(All values are in USD)

Country	2019	2020	2021	2021 - Target	2021 - Target %
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%













Top 10 Products

FILTERS

region	All
division	All

(All values are in USD)

Products	2020	2021	2021 vs 2020
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%
Grand Total	6.4M	52.0M	808.0%



Division Performance

FILTERS

region	All
market	All

(All values are in USD)

Division	2020	2021	2021 vs 2020
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%



Top 5 Products (Quantity Sold)

FILTERS

region	All
division	All
customer	All

(All values are in USD)

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

Bottom 5 Products (Quantity Sold)

FILTERS

region	All
division	All
customer	All

(All values are in USD)

Products	Quantity
AQ Gamer 1	0.05M
AQ GEN Z	0.06M
AQ Home Allin1	0.02M
AQ HOME Allin1 Gen 2	0.01M
AQ Smash 2	0.04M
Grand Total	0.17M



New Products in 2021

FILTERS

region	All
division	All
customer	All

(All values are in USD)

Products	2020	2021
AQ Clx3		4.39M
AQ Electron 3 3600 Desktop Processor		14.21M
AQ Gen Y		19.52M
AQ GEN Z		11.70M
AQ HOME Allin1 Gen 2		3.51M
AQ Lumina Ms		4.21M
AQ Marquee P3		4.86M
AQ Marquee P4		1.68M
AQ Maxima Ms		13.66M
AQ MB Lito		2.85M
AQ MB Lito 2		2.29M
AQ Qwerty		21.98M
AQ Qwerty Ms		15.41M
AQ Trigger		20.74M
AQ Trigger Ms		17.90M
AQ Wi Power Dx3		17.25M
Grand Total		176.16M

**Countries (Performance in****FILTERS**

region	All
division	All

(All values are in USD)

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

**P & L by Fiscal Year****FILTERS**

market	All
region	All
division	All
customer	All

(All values are in USD)

Description	Fiscal Year			
	2019	2020	2021	2021 vs 2020
Net Sales	87.48M	196.69M	598.88M	<div><div></div></div> 304.5%
COGS	51.24M	123.37M	380.71M	<div><div></div></div> 308.6%
Gross Margin	36.24M	73.32M	218.16M	<div><div></div></div> 297.6%
Gross Margin %	41.4%	37.3%	36.4%	<div><div></div></div> 97.7%



P & L by Fiscal Months

FILTERS

region	All
market	All
division	All
customer	All
Fiscal Year	2019

Note: Do not modify th

(All values are in USD)

Description	Quarter Q1	Month				
	Sep	Oct	Nov	Dec	Jan	Feb
Net Sales	6.46M	8.04M	10.74M	11.44M	6.52M	6.08M
COGS	3.82M	4.66M	6.28M	6.70M	3.86M	3.53M
Gross Margin	2.64M	3.37M	4.45M	4.73M	2.67M	2.55M
Gross Margin %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%

region	All
market	All
division	All
customer	All
Fiscal Year	2020

(All values are in USD)

Description	Quarter Q1	Month				
	Sep	Oct	Nov	Dec	Jan	Feb
Net Sales	17.10M	20.63M	28.69M	29.90M	17.13M	15.93M
COGS	10.64M	12.83M	18.07M	18.89M	10.67M	9.92M
Gross Margin	6.46M	7.79M	10.63M	11.01M	6.47M	6.01M
Gross Margin %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%

region	All
market	All
division	All
customer	All
Fiscal Year	2021

(All values are in USD)

Description	Quarter Q1	Month				
	Sep	Oct	Nov	Dec	Jan	Feb
Net Sales	44.82M	54.59M	74.34M	78.06M	44.79M	41.82M
COGS	28.39M	34.65M	47.36M	49.76M	28.36M	26.54M
Gross Margin	16.43M	19.94M	26.98M	28.30M	16.43M	15.28M



Gross Margin %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%
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Net Sales Comparision (Growth %)

2021 vs 2020	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%
2020 vs 2019	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%



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Q3			Q4			
Mar	Apr	May	Jun	Jul	Aug	
6.41M	6.32M	6.49M	6.18M	6.48M	6.31M	
3.75M	3.71M	3.84M	3.59M	3.79M	3.70M	
2.66M	2.62M	2.65M	2.60M	2.69M	2.61M	
41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	

Q3			Q4			
Mar	Apr	May	Jun	Jul	Aug	
2.11M	7.76M	9.93M	14.88M	16.08M	16.54M	
1.34M	4.83M	6.21M	9.34M	10.18M	10.45M	
0.77M	2.93M	3.72M	5.55M	5.90M	6.08M	
36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	

Q3			Q4			
Mar	Apr	May	Jun	Jul	Aug	
43.95M	43.54M	44.40M	41.47M	44.05M	43.05M	
27.97M	27.72M	28.13M	26.35M	28.03M	27.44M	
15.98M	15.82M	16.27M	15.11M	16.02M	15.61M	

AtliQ Hardwares



36.4%	36.3%	36.6%	36.4%	36.4%	36.3%
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1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%
-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%