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#### **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	10.9N	378.1%
All-Out		0.2M	0.8N	1 495.7%
Amazon	12.2M	37.5M	82.1N	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3N	306.0%
Atlas Stores	0.2M	0.7M	3.2N	470.3%
Atliq e Store	7.2M	23.7M	53.0N	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1N	345.8%
BestBuy	0.9M	1.8M	6.3N	356.1%
Boulanger	0.2M	0.8M	4.1N	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0N	722.0%
Control	0.9M	2.2M	7.7N	349.2%
Coolblue	0.5M	1.2M	4.2N	360.0%
Costco	1.1M	2.8M	9.3N	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9N	246.9%
Digimarket	0.8M	1.7M	4.1N	241.1%
Ebay	2.6M	6.3M	15.2M	1 242.2%
Electricalsara Stores	0.1M	0.6M	1.9N	286.0%
Electricalsbea Stores		0.1M	0.7N	504.6%
Electricalslance Stores	0.1M	0.7M	2.3N	313.3%
Electricalslytical	1.8M	2.6M	11.9N	457.5%
Electricalsocity	2.3M	3.5M	12.4N	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6N	535.3%
Elite	0.4M	0.8M	4.1N	495.5%
Elkjøp	0.5M	1.3M	5.2N	391.9%
Epic Stores	0.4M	0.9M	4.2N	1 446.1%
Euronics	0.4M	0.9M	3.9N	1 444.7%
Expert	0.8M	1.8M	6.4N	
Expression	1.7M	3.0M	9.8N	328.2%
Ezone	1.5M	2.0M	7.9N	391.6%
Flawless Stores	0.1M	0.5M	1.8N	396.3%
Flipkart	2.9M	8.3M	19.3N	231.0%
Fnac-Darty	0.5M	0.8M	2.9N	349.8%
Forward Stores	0.6M	1.5M	4.1N	272.0%
Girias	1.5M	2.1M	8.7N	419.3%
Info Stores	0.1M	0.5M	1.8N	
Insight	0.4M	1.0M	2.8N	
Integration Stores		0.2M	1.4N	
Leader	4.7M	6.0M	18.8N	
Logic Stores	0.2M	0.9M	4.8N	515.2%

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 T	276.0%
Taobao	0.2M	1.3M	3.3M <b>I</b>	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%
Grand Total	87.5M	196.7M	598.9M	304.5%



**FILTERS** 

region All division All

Market
Performance vs Target
All values are in USD

Country	2019	2020	2021	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 <mark>.4%</mark>
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5. <mark>9%</mark>
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9 <mark>.0%</mark>
Japan		1.9M	7.9M	-0.3M	-4.1 <mark>%</mark>
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8 <mark>.2%</mark>
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%
Philiphines	5.7M	13.4M	31.9M	-2.5M	-7 <mark>.8%</mark>
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3 <mark>%</mark>
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 <mark>.7%</mark>
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
<b>Grand Total</b>	87.5M	196.7M	598.9M	-54.9M	-9.2%



#### **FILTERS**

region	All
division	All
customer	All

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

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



#### **FILTERS**

### **Division Level Report**

region All customer All

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	<b>2</b> 21.5%
PC	40.1M	165.8M	313.7%
<b>Grand Total</b>	196.7M	598.9M	204.5%



#### **FILTERS**

region	All
division	All
customer	All

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>	19000112

### **Top 5 Products**

#### **Bottom 5 Products**

region	All
division	All
customer	All

Qty
51.7K
63.1K
15.2K
8.9K
36.0K
174887



#### **FILTERS**

region	All
division	All
customer	All

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
Grand Total	176.2M

#### **New Products - 2021**

All values are in USD



#### **FILTERS**

region	All
customer	All
	1
Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
<b>Grand Total</b>	367.2M

### **Top 5 Country - 2021**

All values are in USD



#### **FILTERS**

region All customer All division All market All

#### P & L By Fiscal Years All values in USD

Note: 21 vs 20 is not part of pivot table

Fiscal Years

Metrics	2019	2020	2021
Net Sales	87.5M	196.7M	598.9M
COGS	51.2M	123.4M	380.7M
Gross Margin	36.2M	73.3M	218.2M
GM %	41.4%	37.3%	36.4%



#### **FILTERS**

region All sub\_zone All FY 2021

P & L For Markets All values in USD

Customer	Net Sales	cogs	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.92%
Austria	2.8M	2.0M	0.9M	30.11%
Bangladesh	7.0M	4.5M	2.4M	34.54%
Canada	35.1M	21.7M	13.4M	38.21%
China	22.9M	13.5M	9.4M	41.07%
France	25.9M	14.7M	11.2M	43.24%
Germany	12.0M	8.9M	3.1M	26.18%
India	161.3M	109.7M	51.6M	32.00%
Indonesia	18.4M	11.3M	7.1M	38.41%
Italy	11.7M	8.2M	3.5M	30.13%
Japan	7.9M	4.2M	3.7M	46.52%
Netherlands	8.0M	4.6M	3.4M	42.03%
Newzealand	11.4M	5.9M	5.5M	48.23%
Norway	13.7M	9.6M	4.0M	29.48%
Pakistan	5.7M	3.6M	2.0M	36.18%
Philiphines	31.9M	19.4M	12.5M	39.09%
Poland	5.2M	3.0M	2.2M	42.56%
Portugal	11.8M	6.8M	5.0M	42.13%
South Korea	49.0M	31.4M	17.6M	35.92%
Spain	12.6M	8.4M	4.2M	33.13%
Sweden	1.8M	1.1M	0.7M	40.22%
United Kingdon	34.2M	18.7M	15.4M	45.13%
USA	87.8M	55.3M	32.5M	36.99%
<b>Grand Total</b>	598.9M	380.7M	218.2M	36.43%



#### **FILTERS**

P & L For Markets

FY	2019		All values	in USD		
GM %	Fiscal Years					
Customer	Q1	Q2	Q3	Q4		<b>Grand Total</b>
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		All values	in USD		
		-				
GM %	Fiscal Years					
Customer	Q1	Q2	Q3	Q4		<b>Grand Total</b>
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	_	All values	in USD		
GM %	Fiscal Years					
Customer	Q1	Q2	Q3	Q4		<b>Grand Total</b>
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%



#### **FILTERS**

region All market All customer All division All

#### P & L By Fiscal Years All values in USD

Note: 21 vs 20 is not part of pivot table

Fiscal Years

Metrics	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%