

FILTERS

region All
market All
division All

Customer
Net Sales Performace
All Values are in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	278.08%
All-Out		0.2M	0.8M	395.70%
Amazon	12.2M	37.5M	82.1M	118.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	205.98%
Atlas Stores	0.2M	0.7M	3.2M	370.34%
Atliq e Store	7.2M	23.7M	53.0M	123.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	245.77%
BestBuy	0.9M	1.8M	6.3M	256.08%
Boulanger	0.2M	0.8M	4.1M	392.93%
Chip 7	0.6M	1.3M	5.5M	316.07%
Chiptec		0.4M	3.0M	622.03%
Control	0.9M	2.2M	7.7M	249.23%
Coolblue	0.5M	1.2M	4.2M	260.00%
Costco	1.1M	2.8M	9.3M	237.37%
Croma	1.7M	2.5M	7.5M	205.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	146.94%
Digimarket	0.8M	1.7M	4.1M	141.05%
Ebay	2.6M	6.3M	15.2M	142.16%
Electricalsara Stores	0.1M	0.6M	1.9M	185.96%
Electricalsbea Stores		0.1M	0.7M	404.64%
Electricalslance Stores	0.1M	0.7M	2.3M	213.34%
Electricalslytical	1.8M	2.6M	11.9M	357.50%
Electricalsocity	2.3M	3.5M	12.4M	258.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	435.32%
Elite	0.4M	0.8M	4.1M	395.52%
Elkj�p	0.5M	1.3M	5.2M	291.90%
Epic Stores	0.4M	0.9M	4.2M	346.06%
Euronics	0.4M	0.9M	3.9M	344.67%
Expert	0.8M	1.8M	6.4M	263.98%
Expression	1.7M	3.0M	9.8M	228.24%
Ezone	1.5M	2.0M	7.9M	291.62%
Flawless Stores	0.1M	0.5M	1.8M	296.28%
Flipkart	2.9M	8.3M	19.3M	131.03%
Fnac-Darty	0.5M	0.8M	2.9M	249.77%
Forward Stores	0.6M	1.5M	4.1M	171.97%
Girias	1.5M	2.1M	8.7M	319.29%
Info Stores	0.1M	0.5M	1.8M	284.09%
Insight	0.4M	1.0M	2.8M	171.84%
Integration Stores		0.2M	1.4M	787.19%
Leader	4.7M	6.0M	18.8M	214.81%
Logic Stores	0.2M	0.9M	4.8M	415.17%
Lotus	1.5M	2.1M	8.1M	282.61%

AtliQ Hardwares



Neptune	1.0M	3.4M	16.1M	371.50%
Nomad Stores	0.5M	1.6M	4.0M	146.89%
Notebillig	0.2M	0.4M	1.1M	187.39%
Nova		0.0M	0.4M	2564.92%
Novus	1.9M	3.7M	9.9M	164.20%
Otto	0.3M	0.4M	1.2M	198.58%
Premium Stores	0.5M	1.1M	3.9M	253.09%
Propel	1.6M	2.5M	10.8M	340.64%
Radio Popular	0.5M	1.5M	5.3M	262.56%
Radio Shack	0.8M	1.7M	5.4M	211.51%
Reliance Digital	1.6M	2.6M	9.7M	277.90%
Relief	0.4M	1.0M	4.1M	303.57%
Sage	4.8M	6.4M	20.7M	221.52%
Saturn	0.2M	0.4M	1.2M	210.46%
Sorefoz	0.6M	1.1M	4.7M	333.63%
Sound	0.6M	1.7M	4.4M	160.26%
Staples	1.2M	2.9M	8.8M	206.95%
Surface Stores	0.1M	0.5M	2.1M	298.80%
Synthetic	1.9M	4.4M	12.2M	175.98%
Taobao	0.2M	1.3M	3.3M	148.66%
UniEuro	0.6M	1.6M	7.3M	357.03%
Vijay Sales	1.7M	2.1M	8.5M	297.78%
Viveks	1.6M	2.2M	7.8M	248.10%
walmart	1.3M	2.6M	9.7M	270.45%
Zone	0.3M	1.6M	5.3M	236.20%
Grand Total	87.5M	196.7M	598.9M	204.48%

FILTERS

region All
division All

Market
Performance vs Target
All Values are in USD

Customer	2019	2020	2021	2021 - 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%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%



FILTERS

region	All
market	All
division	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	541.26%
AQ GT 21	0.8M	4.4M	461.14%
AQ Home Allin1	0.7M	5.2M	668.99%
AQ LION x1	0.0M	0.8M	1619.49%
AQ LION x2	0.1M	0.9M	1668.87%
AQ LION x3	0.1M	1.2M	1692.25%
AQ Mx NB	0.0M	1.4M	5623.52%
AQ Pen Drive DRC	0.6M	3.8M	487.66%
AQ Smash 2	0.4M	11.2M	2489.49%
AQ Zion Saga	0.7M	3.6M	428.55%
Grand Total	6.4M	52.0M	708.04%



FILTERS

regionAll

marketAll

Division Reports

All Values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	<div></div> 84.38%
P & A	105.2M	338.4M	<div></div> 221.53%
PC	40.1M	165.8M	<div></div> 313.70%
Grand Total	196.7M	598.9M	204.48%



FILTERS

region	All
market	All
division	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
Grand Total	19000112

Top 5 Products
Bottom 5 Products
All Values are in USD

region	All
market	All
division	All

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
Grand Total	174887



FILTERS

region	All
market	All
division	All

New
Products in 2021
All Values are in USD

Products	2021
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 Mforce Gen X	1.5M
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	173.2M



FILTERS

region	All
division	All

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

Top 5
Countries in 2021
All Values are in USD



FILTERS

division	All
market	All
region	All
customer	All

P & L By Fiscal Year

All Values are in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal year			21 vs 20
	2019	2020	2021	
NetSales	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

division	All
market	All
region	All
customer	All
FY	2019

P & L
By Fiscal Year
All Values are in USD

Note: Don't change the pivot table

	Quarter Q1				Q2				Q3				Q4				Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug					
NetSales	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%				

division All
market All
region All
customer All
FY 2020

P & L
By Fiscal Year
All Values are in USD

	Quarter Q1				Q2		Q3			Q4				Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
NetSales	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%	

division All
market All
region All
customer All
FY 2021

P & L
By Fiscal Year
All Values are in USD

	Quarter Q1				Q2				Q3				Q4				Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug					
NetSales	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 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%



FILTERS

division	All
market	All
region	All
customer	All

P & L
By Fiscal Year
All Values are in USD

Note: Don't change the pivot table

Customer	Quarter Q1				Q2		Q3			Q4			Grand Total	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
2019														
NetSales	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 Marg	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%	
2020														
NetSales	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 Marg	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%	
2021														
NetSales	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 Marg	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%	

FILTERS

region All
sub_zone All
FY 2021

P & L

By Fiscal Year

All Values are in USD

Market	NetSales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philippines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%

FILTERS

GM% by Quarters subzone

FY 2019

GM % Subzone	Quarter Q1	Q2	Q3	Q4	Grand Total
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 % Subzone	Quarter Q1	Q2	Q3	Q4	Grand Total
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 % Subzone	Quarter Q1	Q2	Q3	Q4	Grand Total
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%