



## Customer Performance

\*All Values in USD

## FILTERS

region	All
market	All
division	All

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%
Electricalsocity	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%

# AtliQ Hardware



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%
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>304.5%</b>



## Market Performance vs Target

\*All Values in USD

## FILTERS

region	All
division	All

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	-8.4%
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%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.2%</b>



P & L By Fiscal Years

FILTERS

region	All
market	All
division	All
customer	All

\*All Values in USD

Metrics	Fiscal Years			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 %	0.0M	0.0M	0.0M	-2.3%

Note: 21 vs 20 is not part of pivot table



## GM% by Quarters(subzone)

\*All Values in USD

## Fiscal Year 2019

GM % Subzone	Quarters			
	Q1	Q2	Q3	Q4
ANZ	43.0%	42.2%	42.6%	42.5%
India	42.5%	42.2%	42.0%	42.5%
NA	35.1%	35.4%	35.4%	35.7%
NE	36.6%	37.0%	36.5%	36.6%
ROA	44.5%	44.3%	44.0%	44.5%
SE	44.5%	44.1%	44.0%	44.2%

## Fiscal Year 2020

GM % Subzone	Quarters			
	Q1	Q2	Q3	Q4
ANZ	43.3%	43.0%	42.8%	41.8%
India	32.3%	32.1%	32.4%	32.0%
NA	39.9%	40.1%	39.1%	39.7%
NE	37.6%	37.8%	38.5%	37.7%
ROA	38.4%	38.3%	38.8%	37.7%
SE	38.5%	37.3%	38.2%	37.8%

## Fiscal Year 2021

GM % Subzone	Quarters			
	Q1	Q2	Q3	Q4
ANZ	39.0%	37.8%	38.3%	38.0%
India	32.3%	31.8%	31.9%	32.0%
NA	37.1%	37.4%	37.5%	37.4%
NE	37.9%	38.7%	38.2%	38.3%
ROA	38.5%	38.4%	38.1%	38.1%
SE	38.6%	38.3%	38.6%	38.5%



P & L Markets

\*All Values in USD

FILTERS

region	All
sub_zone	All
FY	All

Country	NetSales	COGS	Gross Margin	GM %
Australia	35.6M	22.1M	13.5M	37.9%
Austria	3.0M	2.1M	0.9M	30.0%
Bangladesh	9.7M	6.3M	3.4M	35.4%
Canada	52.0M	31.5M	20.5M	39.4%
China	29.7M	17.6M	12.1M	40.8%
France	37.5M	21.2M	16.2M	43.3%
Germany	19.3M	13.5M	5.8M	29.9%
India	241.9M	161.2M	80.7M	33.4%
Indonesia	27.1M	16.3M	10.8M	39.8%
Italy	19.1M	12.9M	6.2M	32.6%
Japan	9.8M	5.4M	4.4M	44.7%
Netherlands	11.6M	6.5M	5.0M	43.6%
Newzealand	13.4M	7.4M	6.0M	45.0%
Norway	16.2M	11.2M	5.0M	30.7%
Pakistan	11.0M	6.7M	4.3M	39.2%
Philiphines	50.9M	30.2M	20.8M	40.8%
Poland	8.4M	4.9M	3.5M	41.5%
Portugal	16.2M	9.6M	6.6M	40.7%
South Korea	79.1M	50.2M	28.8M	36.5%
Spain	14.4M	9.5M	4.8M	33.7%
Sweden	2.0M	1.2M	0.8M	40.6%
United Kingdom	44.2M	25.3M	18.9M	42.7%
USA	131.2M	82.5M	48.7M	37.1%



Top 10 Products

\*All Values in USD

FILTERS

region	All
division	All
customer	All

Product	2020	2021	21 vs 20
AQ Electron 4 360C	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%



Division Net Sales Performance

\*All Values in USD

FILTERS

region	All
customer	All

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%





Top and Bottom Products(Qty)

\*All Values in USD

FILTERS

region	All
division	All
customer	All

Product	Qty
AQ Master wired x1 M	4151008
AQ Master wireless x	4126295
AQ Gamers Ms	3975074
AQ Gamers	3376565
AQ Master wireless x	3371170

← Top 5  
Products

FILTERS

region	All
division	All
customer	All

Product	Qty
AQ HOME Allin1 Gen	8854
AQ Home Allin1	15224
AQ Smash 2	36029
AQ Gamer 1	51721
AQ GEN Z	63059

← Bottom 5  
Products