



Filters

region	All
market	All
division	All

Customers

Net Sales Performance

All Values are in USD

Customer	2019	2020	2021	2021 vs 2020
Nova		0.0M	0.4M	2664.9%
Integration Stores		0.2M	1.4M	887.2%
Chiptec		0.4M	3.0M	722.0%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Logic Stores	0.2M	0.9M	4.8M	515.2%
Electricalsbea Stores		0.1M	0.7M	504.6%
All-Out		0.2M	0.8M	495.7%
Elite	0.4M	0.8M	4.1M	495.5%
Boulanger	0.2M	0.8M	4.1M	492.9%
Neptune	1.0M	3.4M	16.1M	471.5%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
UniEuro	0.6M	1.6M	7.3M	457.0%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Propel	1.6M	2.5M	10.8M	440.6%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Girias	1.5M	2.1M	8.7M	419.3%
Chip 7	0.6M	1.3M	5.5M	416.1%
Relief	0.4M	1.0M	4.1M	403.6%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Ezone	1.5M	2.0M	7.9M	391.6%
Info Stores	0.1M	0.5M	1.8M	384.1%
Lotus	1.5M	2.1M	8.1M	382.6%
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
walmart	1.3M	2.6M	9.7M	370.4%
Expert	0.8M	1.8M	6.4M	364.0%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Coolblue	0.5M	1.2M	4.2M	360.0%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Control	0.9M	2.2M	7.7M	349.2%
Viveks	1.6M	2.2M	7.8M	348.1%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%

AtliQ Hardwares



Costco	1.1M	2.8M	9.3M		337.4%
Zone	0.3M	1.6M	5.3M		336.2%
Expression	1.7M	3.0M	9.8M		328.2%
Sage	4.8M	6.4M	20.7M		321.5%
Leader	4.7M	6.0M	18.8M		314.8%
Electricalslance Stores	0.1M	0.7M	2.3M		313.3%
Radio Shack	0.8M	1.7M	5.4M		311.5%
Saturn	0.2M	0.4M	1.2M		310.5%
Staples	1.2M	2.9M	8.8M		307.0%
Argos (Sainsbury's)	0.4M	0.7M	2.3M		306.0%
Croma	1.7M	2.5M	7.5M		305.1%
Otto	0.3M	0.4M	1.2M		298.6%
Notebillig	0.2M	0.4M	1.1M		287.4%
Electricalsara Stores	0.1M	0.6M	1.9M		286.0%
Synthetic	1.9M	4.4M	12.2M		276.0%
Forward Stores	0.6M	1.5M	4.1M		272.0%
Insight	0.4M	1.0M	2.8M		271.8%
Novus	1.9M	3.7M	9.9M		264.2%
Sound	0.6M	1.7M	4.4M		260.3%
Taobao	0.2M	1.3M	3.3M		248.7%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M		246.9%
Nomad Stores	0.5M	1.6M	4.0M		246.9%
Ebay	2.6M	6.3M	15.2M		242.2%
Digimarket	0.8M	1.7M	4.1M		241.1%
Flipkart	2.9M	8.3M	19.3M		231.0%
AtliQ e Store	7.2M	23.7M	53.0M		223.8%
Amazon	12.2M	37.5M	82.1M		218.9%
Grand Total	87.5M	196.7M	598.9M		304.5%



Filters

division All
region All

Market

Net Sales Performance Vs Target

All Values are in USD

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



Filters

region	All
division	All
customer	All

Top 10 Products Net Sales Performance

All Values are in USD

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



Filters

region	All
customer	All

Division Level Report Net Sales Performance

All Values are in USD

Division	2020	2021	21 Vs 20
PC	40.1M	165.8M	313.7%
P & A	105.2M	338.4M	221.5%
N & S	51.4M	94.7M	84.4%
Grand Total	196.7M	598.9M	204.5%



Filters

region	All
division	All
customer	All

Top 5 Products

Product	Qty
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1 Ms	4.1M
AQ Gamers Ms	4.0M
AQ Gamers	3.4M
AQ Master wireless x1	3.4M
Grand Total	19.0M

Bottom 5 Products

Product	Qty
AQ GEN Z	63.1K
AQ Gamer 1	51.7K
AQ Smash 2	36.0K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
Grand Total	174.9K



Filters

region	All
division	All
customer	All

New Products - 2021

Net Sales Performance

All Values are in USD

Products	2020	2021
AQ Qwerty		22.0M
AQ Trigger		20.7M
AQ Gen Y		19.5M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M
AQ Qwerty Ms		15.4M
AQ Electron 3 3600 Desktop Processor		14.2M
AQ Maxima Ms		13.7M
AQ GEN Z		11.7M
AQ Marquee P3		4.9M
AQ Clx3		4.4M
AQ Lumina Ms		4.2M
AQ HOME Allin1 Gen 2		3.5M
AQ MB Lito		2.8M
AQ MB Lito 2		2.3M
AQ Marquee P4		1.7M
Grand Total		176.2M



Filters

region	All
customer	All

Top 5 Countries - 2021 Net Sales Performance

All Values are in USD

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



FILTERS

region	All
market	All
division	All
customer	All

P & L

By Fiscal Years

All values in USD
Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			
	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%

Abbreviation:

COGS	: Cost Of Goods Sold
GM %	: Gross Margin %



FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P & L

By Fiscal Years

All values in USD
Note: Do not modify the pivot table

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

region	All
market	All
division	All
customer	All
FY	2020

P & L

By Fiscal Years

All values in USD
Note: Do not modify the pivot table

Metrics	Quarters																Grand Total
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug					
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.5M	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%				

region	All
market	All
division	All
customer	All
FY	2021

P & L

By Fiscal Years

All values in USD
Note: Do not modify the pivot table

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

Abbreviation:

COGS	: Cost Of Goods Sold
GM %	: Gross Margin %



FILTERS

region All
sub_zone All
FY 2021

P & L

For Markets

All values in USD

Note: 21 vs 20 is not part of pivot table

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

Abbreviation:

COGS : Cost Of Goods Sold
GM % : Gross Margin %

GM% By Quarters (Sub_Zone)

FILTERS

FY 2019

GM%	Quarters				
Sub_Zone	Q1	Q2	Q3	Q4	Grand Total
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
NA	35.1%	35.4%	35.4%	35.7%	35.4%

FY 2020

GM%	Quarters				
Sub_Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%

FY 2021

GM%	Quarters				
Sub_Zone	Q1	Q2	Q3	Q4	Grand Total
SE	38.6%	38.3%	38.6%	38.5%	38.5%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%

Abbreviation:

COGS : Cost Of Goods Sold

GM % : Gross Margin %