

## FILTER

division	All
market	All
region	All

## Customer Net Sales Performance

Customer	2019	2020	2021	21Vs20
Acclaimed Stores	1.4M	2.9M	10.9M	278.1%
All-Out		0.2M	0.8M	395.7%
Amazon	12.2M	37.5M	82.1M	118.9%
Argos (Sainsbury)	0.4M	0.7M	2.3M	206.0%
Atlas Stores	0.2M	0.7M	3.2M	370.3%
Atliq e Store	7.2M	23.7M	53.0M	123.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	245.8%
BestBuy	0.9M	1.8M	6.3M	256.1%
Boulanger	0.2M	0.8M	4.1M	392.9%
Chip 7	0.6M	1.3M	5.5M	316.1%
Chiptec		0.4M	3.0M	622.0%
Control	0.9M	2.2M	7.7M	249.2%
Coolblue	0.5M	1.2M	4.2M	260.0%
Costco	1.1M	2.8M	9.3M	237.4%
Croma	1.7M	2.5M	7.5M	205.1%
Currys (Dixons Ca	0.3M	0.8M	1.9M	146.9%
Digimarket	0.8M	1.7M	4.1M	141.1%
Ebay	2.6M	6.3M	15.2M	142.2%
Electricalsara Sto	0.1M	0.6M	1.9M	186.0%
Electricalsbea Stores		0.1M	0.7M	404.6%
Electricalslance S	0.1M	0.7M	2.3M	213.3%
Electricalslytical	1.8M	2.6M	11.9M	357.5%
Electricalsociety	2.3M	3.5M	12.4M	258.8%
Electricalsquipo S	0.2M	0.7M	3.6M	435.3%
Elite	0.4M	0.8M	4.1M	395.5%
Elkj�p	0.5M	1.3M	5.2M	291.9%
Epic Stores	0.4M	0.9M	4.2M	346.1%
Euronics	0.4M	0.9M	3.9M	344.7%
Expert	0.8M	1.8M	6.4M	264.0%
Expression	1.7M	3.0M	9.8M	228.2%
Ezone	1.5M	2.0M	7.9M	291.6%
Flawless Stores	0.1M	0.5M	1.8M	296.3%
Flipkart	2.9M	8.3M	19.3M	131.0%
Fnac-Darty	0.5M	0.8M	2.9M	249.8%
Forward Stores	0.6M	1.5M	4.1M	172.0%
Girias	1.5M	2.1M	8.7M	319.3%
Info Stores	0.1M	0.5M	1.8M	284.1%
Insight	0.4M	1.0M	2.8M	171.8%
Integration Stores		0.2M	1.4M	787.2%
Leader	4.7M	6.0M	18.8M	214.8%

# AtliQ Hardware



Logic Stores	0.2M	0.9M	4.8M	<div></div>	415.2%
Lotus	1.5M	2.1M	8.1M	<div></div>	282.6%
Neptune	1.0M	3.4M	16.1M	<div></div>	371.5%
Nomad Stores	0.5M	1.6M	4.0M	<div></div>	146.9%
Notebillig	0.2M	0.4M	1.1M	<div></div>	187.4%
Nova		0.0M	0.4M	<div></div>	2564.9%
Novus	1.9M	3.7M	9.9M	<div></div>	164.2%
Otto	0.3M	0.4M	1.2M	<div></div>	198.6%
Premium Stores	0.5M	1.1M	3.9M	<div></div>	253.1%
Propel	1.6M	2.5M	10.8M	<div></div>	340.6%
Radio Popular	0.5M	1.5M	5.3M	<div></div>	262.6%
Radio Shack	0.8M	1.7M	5.4M	<div></div>	211.5%
Reliance Digital	1.6M	2.6M	9.7M	<div></div>	277.9%
Relief	0.4M	1.0M	4.1M	<div></div>	303.6%
Sage	4.8M	6.4M	20.7M	<div></div>	221.5%
Saturn	0.2M	0.4M	1.2M	<div></div>	210.5%
Sorefoz	0.6M	1.1M	4.7M	<div></div>	333.6%
Sound	0.6M	1.7M	4.4M	<div></div>	160.3%
Staples	1.2M	2.9M	8.8M	<div></div>	207.0%
Surface Stores	0.1M	0.5M	2.1M	<div></div>	298.8%
Synthetic	1.9M	4.4M	12.2M	<div></div>	176.0%
Taobao	0.2M	1.3M	3.3M	<div></div>	148.7%
UniEuro	0.6M	1.6M	7.3M	<div></div>	357.0%
Vijay Sales	1.7M	2.1M	8.5M	<div></div>	297.8%
Viveks	1.6M	2.2M	7.8M	<div></div>	248.1%
walmart	1.3M	2.6M	9.7M	<div></div>	270.4%
Zone	0.3M	1.6M	5.3M	<div></div>	236.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>		<b>204.5%</b>

## FILTER

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

## FILTER

region All  
division All  
customer All

## Top 10 Product

All Values are in USD

Customer	2020	2021	21Vs20
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%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.0%</b>



## FILTER

region All  
customer All

## Division Level Report

All Values are in USD

Division	2020	2021	21Vs20
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
Grand Total	196.7M	598.9M	204.5%



FILTER

region	All
division	All
customer	All

Product	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	19.0M

region	All
division	All
customer	All

Product	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	174.9K

Top 5 Products

All Values are in USD

Bottom 5 Products

All values are in USD

## FILTER

region All  
division All  
customer All

## New Product 2021

All Values are in USD

Product	2020	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
<b>Grand Total</b>		<b>176.2M</b>



FILTER

region	All
customer	All

Country	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 -2021

All Values are in USD





FILTER

market	All
division	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	
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%



## FILTER

market All  
division All  
region All  
customer All  
FY **2019**

## P & L

### By Months

All values are in USD

Note: Do not modify the pivot table

Metrics	Quarters											
	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
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
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
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%

market All  
division All  
region All  
customer All  
FY **2020**

## P & L

### By Fiscal Year

All values are in USD

Note: Do not modify the pivot table

Metrics	Quarters											
	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	14.9M	16.1M	16.5M
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
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
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%

market All



division All  
region All  
customer All  
FY **2021**

P & L  
By Fiscal Year

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

Metrics	Quarters											
	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
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
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
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%

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%
20 vs 19	164.6%	256.6%	267.3%	261.5%	262.8%	262.0%	32.9%	122.7%	153.1%	240.7%	248.0%	262.0%

## FILTER

region	All
sub_zone	All
FY	2021

## P & L

### For Market

All Values are in USD

Market	Net Sales	Cogs	Gross Margin	GM%
Australia	21.0M	14M	6.9M	32.92%
Austria	2.8M	02M	0.9M	30.11%
Bangladesh	7.0M	05M	2.4M	34.54%
Canada	35.1M	22M	13.4M	38.21%
China	22.9M	13M	9.4M	41.07%
France	25.9M	15M	11.2M	43.24%
Germany	12.0M	09M	3.1M	26.18%
India	161.3M	110M	51.6M	32.00%
Indonesia	18.4M	11M	7.1M	38.41%
Italy	11.7M	08M	3.5M	30.13%
Japan	7.9M	04M	3.7M	46.52%
Netherlands	8.0M	05M	3.4M	42.03%
Newzealand	11.4M	06M	5.5M	48.23%
Norway	13.7M	10M	4.0M	29.48%
Pakistan	5.7M	04M	2.0M	36.18%
Philippines	31.9M	19M	12.5M	39.09%
Poland	5.2M	03M	2.2M	42.56%
Portugal	11.8M	07M	5.0M	42.13%
South Korea	49.0M	31M	17.6M	35.92%
Spain	12.6M	08M	4.2M	33.13%
Sweden	1.8M	01M	0.7M	40.22%
United Kingdom	34.2M	19M	15.4M	45.13%
USA	87.8M	55M	32.5M	36.99%
<b>Grand Total</b>	<b>598.9M</b>	<b>381M</b>	<b>218.2M</b>	<b>36.43%</b>

## FILTER

## GM% By Quarters (sub\_zone)

FY **2019**

GM% Customer	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
nan	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% Customer	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
nan	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% Customer	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
nan	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%