














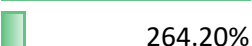























## Customer Net Sales Performance

region	All
market	All
division	All

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.42M	2.89M	10.92M	378.08%
All-Out		0.16M	0.81M	495.70%
Amazon	12.17M	37.51M	82.09M	218.87%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	305.98%
Atlas Stores	0.18M	0.67M	3.17M	470.34%
AtliQ e Store	7.18M	23.67M	52.98M	223.83%
AtliQ Exclusive	9.58M	17.68M	61.12M	345.77%
BestBuy	0.85M	1.77M	6.31M	356.08%
Boulanger	0.24M	0.83M	4.07M	492.93%
Chip 7	0.60M	1.32M	5.51M	416.07%
Chiptec		0.42M	3.02M	722.03%
Control	0.91M	2.20M	7.67M	349.23%
Coolblue	0.46M	1.18M	4.25M	360.00%
Costco	1.14M	2.75M	9.29M	337.37%
Croma	1.67M	2.47M	7.55M	305.11%
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	246.94%
Digimarket	0.80M	1.72M	4.14M	241.05%
Ebay	2.61M	6.27M	15.17M	242.16%
Electricalsara Stores	0.12M	0.65M	1.85M	285.96%
Electricalsbea Stores		0.14M	0.72M	504.64%
Electricalslance Stores	0.10M	0.75M	2.35M	313.34%
Electricalslytical	1.80M	2.61M	11.94M	457.50%
Electricalsociety	2.34M	3.46M	12.42M	358.75%
Electricalsquipo Stores	0.18M	0.68M	3.64M	535.32%
Elite	0.42M	0.83M	4.13M	495.52%
Elkj�p	0.46M	1.32M	5.16M	391.90%
Epic Stores	0.41M	0.94M	4.19M	446.06%
Euronics	0.36M	0.88M	3.90M	444.67%
Expert	0.79M	1.77M	6.43M	363.98%
Expression	1.65M	2.99M	9.82M	328.24%

All the values are in USD

Ezone	1.53M	2.02M	7.92M		391.62%
Flawless Stores	0.07M	0.46M	1.81M		396.28%
Flipkart	2.94M	8.35M	19.29M		231.03%
Fnac-Darty	0.54M	0.82M	2.87M		349.77%
Forward Stores	0.56M	1.50M	4.07M		271.97%
Girias	1.55M	2.07M	8.67M		419.29%
Info Stores	0.07M	0.48M	1.84M		384.09%
Insight	0.42M	1.01M	2.76M		271.84%
Integration Stores		0.16M	1.44M		887.19%
Leader	4.68M	5.97M	18.80M		314.81%
Logic Stores	0.17M	0.93M	4.81M		515.17%
Lotus	1.48M	2.11M	8.09M		382.61%
Neptune	0.99M	3.42M	16.11M		471.50%
Nomad Stores	0.53M	1.63M	4.02M		246.89%
Notebillig	0.25M	0.39M	1.12M		287.39%
Nova		0.01M	0.35M		2664.92%
Novus	1.87M	3.73M	9.85M		264.20%
Otto	0.26M	0.40M	1.20M		298.58%
Premium Stores	0.46M	1.10M	3.88M		353.09%
Propel	1.59M	2.46M	10.83M		440.64%
Radio Popular	0.51M	1.45M	5.27M		362.56%
Radio Shack	0.81M	1.75M	5.44M		311.51%
Reliance Digital	1.62M	2.57M	9.73M		377.90%
Relief	0.39M	1.01M	4.06M		403.57%
Sage	4.83M	6.44M	20.70M		321.52%
Saturn	0.23M	0.38M	1.19M		310.46%
Sorefoz	0.55M	1.07M	4.66M		433.63%
Sound	0.56M	1.67M	4.36M		260.26%
Staples	1.24M	2.85M	8.75M		306.95%
Surface Stores	0.09M	0.53M	2.12M		398.80%
Synthetic	1.89M	4.42M	12.19M		275.98%
Taobao	0.22M	1.33M	3.30M		248.66%
UniEuro	0.60M	1.61M	7.35M		457.03%
Vijay Sales	1.73M	2.15M	8.53M		397.78%
Viveks	1.55M	2.24M	7.78M		348.10%
walmart	1.26M	2.63M	9.73M		370.45%
Zone	0.34M	1.56M	5.26M		336.20%
<b>Grand Total</b>	<b>87.48M</b>	<b>196.69M</b>	<b>598.88M</b>		<b>304.48%</b>

## Market Performance vs Target

region	All
division	All

Countries	2019	2020	2021	target 21	2021-target	2021 vs Tar %
Australia	3.88M	10.70M	20.99M	23.20M	-2.21M	-9.5%
Austria		0.12M	2.84M	3.17M	-0.33M	-10.5%
Bangladesh	0.48M	2.26M	6.95M	7.67M	-0.72M	-9.3%
Canada	4.76M	12.17M	35.06M	40.13M	-5.07M	-12.6%
China	1.43M	5.42M	22.89M	24.95M	-2.07M	-8.3%
France	4.04M	7.47M	25.94M	28.13M	-2.19M	-7.8%
Germany	2.56M	4.69M	12.01M	13.53M	-1.53M	-11.3%
India	30.82M	49.77M	161.26M	170.81M	-9.55M	-5.6%
Indonesia	2.52M	6.21M	18.41M	20.80M	-2.38M	-11.5%
Italy	2.90M	4.46M	11.72M	12.77M	-1.05M	-8.2%
Japan		1.88M	7.92M	8.25M	-0.33M	-4.0%
Netherlands	0.23M	3.36M	7.98M	8.64M	-0.66M	-7.6%
Newzealand		1.99M	11.40M	12.80M	-1.40M	-11.0%
Norway		2.48M	13.68M	15.11M	-1.44M	-9.5%
Pakistan	0.62M	4.69M	5.66M	6.18M	-0.52M	-8.5%
Philippines	5.69M	13.37M	31.86M	34.35M	-2.50M	-7.3%
Poland	0.41M	2.79M	5.19M	6.13M	-0.94M	-15.3%
Portugal	0.75M	3.59M	11.83M	12.34M	-0.51M	-4.1%
South Korea	12.80M	17.28M	48.97M	53.33M	-4.36M	-8.2%
Spain		1.77M	12.62M	14.40M	-1.79M	-12.4%
Sweden	0.05M	0.23M	1.77M	1.96M	-0.20M	-10.0%
United Kingdom	2.00M	8.08M	34.15M	37.13M	-2.98M	-8.0%
USA	11.53M	31.92M	87.78M	98.02M	-10.24M	-10.4%
<b>Grand Total</b>	<b>87.48M</b>	<b>196.69M</b>	<b>598.88M</b>	<b>653.82M</b>	<b>-54.94M</b>	<b>-8.4%</b>

## Top 10 products with the most notable shifts in net sales

region	All
division	All
customer	All

Products	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.02M	19.35M	541.26%
AQ GT 21	0.78M	4.38M	461.14%
AQ Home Allin1	0.67M	5.16M	668.99%
AQ LION x1	0.05M	0.84M	1619.49%
AQ LION x2	0.05M	0.94M	1668.87%
AQ LION x3	0.07M	1.23M	1692.25%
AQ Mx NB	0.03M	1.44M	5623.52%
AQ Pen Drive DRC	0.65M	3.81M	487.66%
AQ Smash 2	0.43M	11.21M	2489.49%
AQ Zion Saga	0.69M	3.64M	428.55%
<b>Grand Total</b>	<b>6.43M</b>	<b>51.99M</b>	<b>708.04%</b>

## Division Level Report

region	All
customer	All

Division	2020	2021	2021 vs 2020
N & S	51.38M	94.73M	84.38%
P & A	105.24M	338.38M	221.53%
PC	40.07M	165.76M	313.70%
<b>Grand Total</b>	<b>196.69M</b>	<b>598.88M</b>	<b>204.48%</b>

## Top 5 most selling products

region	All
division	All
customer	All

Products	Qty
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1 Ms	4.13M
AQ Gamers Ms	3.98M
AQ Gamers	3.38M
AQ Master wireless x1	3.37M
<b>Grand Total</b>	<b>19.00M</b>

## Bottom 5 least selling products

region	All
division	All
customer	All

Products	Qty
AQ HOME Allin1 Gen 2	8.85K
AQ Home Allin1	15.22K
AQ Smash 2	36.03K
AQ Gamer 1	51.72K
AQ GEN Z	63.06K
<b>Grand Total</b>	<b>174.89K</b>

## New Products - 2021

region	All
division	All
customer	All

Products	2021
AQ Clx3	4.39M
AQ Electron 3 3600 Desktop Processor	14.21M
AQ Gen Y	19.52M
AQ GEN Z	11.70M
AQ HOME Allin1 Gen 2	3.51M
AQ Lumina Ms	4.21M
AQ Marquee P3	4.86M
AQ Marquee P4	1.68M
AQ Maxima Ms	13.66M
AQ MB Lito	2.85M
AQ MB Lito 2	2.29M
AQ Qwerty	21.98M
AQ Qwerty Ms	15.41M
AQ Trigger	20.74M
AQ Trigger Ms	17.90M
AQ Wi Power Dx3	17.25M
<b>Grand Total</b>	<b>176.16M</b>

## Top 5 country - 2021

region	All
customer	All

Country	net sales -2021
India	161.26M
USA	87.78M
South Korea	48.97M
Canada	35.06M
United Kingdom	34.15M
<b>Grand Total</b>	<b>367.22M</b>

## P &amp; L Statement by Fiscal Year

market	All
region	All
customer	All
division	All

Fiscal year				
Metrics	2019	2020	2021	2021 vs 2020%
Net sales	87.48M	196.69M	598.88M	204%
COGS	51.24M	123.37M	380.71M	209%
Gross Margin	36.24M	73.32M	218.16M	198%
GM %	41.43%	37.28%	36.43%	-2%

## P &amp; L by Fiscal Month,Quarter and Year

region All  
market All  
division All  
customer All  
Fiscal\_year 2019

Quarters

	Q 1			Q 2			Q 3			Q 4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net sales	6.46M	8.04M	10.74M	11.44M	6.52M	6.08M	6.41M	6.32M	6.49M	6.18M	6.48M	6.31M	87.48M
COGS	3.82M	4.66M	6.28M	6.70M	3.86M	3.53M	3.75M	3.71M	3.84M	3.59M	3.79M	3.70M	51.24M
Gross Margin	2.64M	3.37M	4.45M	4.73M	2.67M	2.55M	2.66M	2.62M	2.65M	2.60M	2.69M	2.61M	36.24M
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

region All  
market All  
division All  
customer All  
Fiscal\_year 2020

Quarters

	Q 1			Q 2			Q 3			Q 4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net sales	17.10M	20.63M	28.69M	29.90M	17.13M	15.93M	2.11M	7.76M	9.93M	14.88M	16.08M	16.54M	196.69M
COGS	10.64M	12.83M	18.07M	18.89M	10.67M	9.92M	1.34M	4.83M	6.21M	9.34M	10.18M	10.45M	123.37M
Gross Margin	6.46M	7.79M	10.63M	11.01M	6.47M	6.01M	0.77M	2.93M	3.72M	5.55M	5.90M	6.08M	73.32M
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%





region	All
market	All
division	All
customer	All
Fiscal_year	2021

	Quarters												
	Q 1			Q 2			Q 3			Q 4			Grand Total
Metrics	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Net sales	44.82M	54.59M	74.34M	78.06M	44.79M	41.82M	43.95M	43.54M	44.40M	41.47M	44.05M	43.05M	598.88M
COGS	28.39M	34.65M	47.36M	49.76M	28.36M	26.54M	27.97M	27.72M	28.13M	26.35M	28.03M	27.44M	380.71M
Gross Margin	16.43M	19.94M	26.98M	28.30M	16.43M	15.28M	15.98M	15.82M	16.27M	15.11M	16.02M	15.61M	218.16M
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

### Net sales Comparison

21 VS 20	162.06%	164.68%	159.10%	161.05%	161.40%	162.49%	1981.59%	461.21%	347.02%	178.64%	173.93%	160.31%	204%
20 VS 19	164.63%	156.58%	167.27%	161.45%	162.75%	162.02%	-67.07%	22.73%	53.05%	140.65%	148.00%	162.03%	124.85%

## P & L Statement by market in year 2021

region	All
sub_zone	All
Fiscal_year	2021

Market	Net sales	COGS	Gross Margin	GM %
Australia	20.99M	14.08M	6.91M	32.92%
Austria	2.84M	1.98M	0.86M	30.11%
Bangladesh	6.95M	4.55M	2.40M	34.54%
Canada	35.06M	21.66M	13.39M	38.21%
China	22.89M	13.49M	9.40M	41.07%
France	25.94M	14.73M	11.22M	43.24%
Germany	12.01M	8.86M	3.14M	26.18%
India	161.26M	109.65M	51.61M	32.00%
Indonesia	18.41M	11.34M	7.07M	38.41%
Italy	11.72M	8.19M	3.53M	30.13%
Japan	7.92M	4.24M	3.69M	46.52%
Netherlands	7.98M	4.63M	3.36M	42.03%
Newzealand	11.40M	5.90M	5.50M	48.23%
Norway	13.68M	9.65M	4.03M	29.48%
Pakistan	5.66M	3.61M	2.05M	36.18%
Philippines	31.86M	19.40M	12.45M	39.09%
Poland	5.19M	2.98M	2.21M	42.56%
Portugal	11.83M	6.85M	4.98M	42.13%
South Korea	48.97M	31.38M	17.59M	35.92%
Spain	12.62M	8.44M	4.18M	33.13%
Sweden	1.77M	1.06M	0.71M	40.22%
United Kingdom	34.15M	18.74M	15.41M	45.13%
USA	87.78M	55.31M	32.47M	36.99%

## Gross Margin % by subzone -Quarterly and Yearly

Fiscal\_year 2019

GM %	Quarters				
Sub Zone	Q 1	Q 2	Q 3	Q 4	Grand Total
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

Fiscal\_year 2020

GM %	Quarters				
Sub Zone	Q 1	Q 2	Q 3	Q 4	Grand Total
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

Fiscal\_year 2021

GM %	Quarters				
Sub Zone	Q 1	Q 2	Q 3	Q 4	Grand Total
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%