



Filters	
region	All
market	All
division	All

## Customer Net Sales Performance

Customer	2019	2020	2021	2021 VS 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Atliq e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsociety	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%
Insight	0.4M	1.0M	2.8M	271.84%
Integration Stores		0.2M	1.4M	887.19%

# AtliQ Hardwares



Leader	4.7M	6.0M	18.8M	<div></div>	314.81%
Logic Stores	0.2M	0.9M	4.8M	<div></div>	515.17%
Lotus	1.5M	2.1M	8.1M	<div></div>	382.61%
Neptune	1.0M	3.4M	16.1M	<div></div>	471.50%
Nomad Stores	0.5M	1.6M	4.0M	<div></div>	246.89%
Notebillig	0.2M	0.4M	1.1M	<div></div>	287.39%
Nova		0.0M	0.4M	<div></div>	2664.92%
Novus	1.9M	3.7M	9.9M	<div></div>	264.20%
Otto	0.3M	0.4M	1.2M	<div></div>	298.58%
Premium Stores	0.5M	1.1M	3.9M	<div></div>	353.09%
Propel	1.6M	2.5M	10.8M	<div></div>	440.64%
Radio Popular	0.5M	1.5M	5.3M	<div></div>	362.56%
Radio Shack	0.8M	1.7M	5.4M	<div></div>	311.51%
Reliance Digital	1.6M	2.6M	9.7M	<div></div>	377.90%
Relief	0.4M	1.0M	4.1M	<div></div>	403.57%
Sage	4.8M	6.4M	20.7M	<div></div>	321.52%
Saturn	0.2M	0.4M	1.2M	<div></div>	310.46%
Sorefoz	0.6M	1.1M	4.7M	<div></div>	433.63%
Sound	0.6M	1.7M	4.4M	<div></div>	260.26%
Staples	1.2M	2.9M	8.8M	<div></div>	306.95%
Surface Stores	0.1M	0.5M	2.1M	<div></div>	398.80%
Synthetic	1.9M	4.4M	12.2M	<div></div>	275.98%
Taobao	0.2M	1.3M	3.3M	<div></div>	248.66%
UniEuro	0.6M	1.6M	7.3M	<div></div>	457.03%
Vijay Sales	1.7M	2.1M	8.5M	<div></div>	397.78%
Viveks	1.6M	2.2M	7.8M	<div></div>	348.10%
Walmart	1.3M	2.6M	9.7M	<div></div>	370.45%
Zone	0.3M	1.6M	5.3M	<div></div>	336.20%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>		<b>304.48%</b>



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## Market Sales Performance vs Target

Country	2019	2020	2021	target2021	2021-target	2021-target%
Australia	3.9M	10.7M	21.0M	23.2M	-2.2M	-9.5%
Austria		0.1M	2.8M	3.2M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	7.7M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	40.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	25.0M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	28.1M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	13.5M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	170.8M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	20.8M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	12.8M	-1.0M	-8.2%
Japan		1.9M	7.9M	8.2M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	8.6M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	12.8M	-1.4M	-11.0%
Norway		2.5M	13.7M	15.1M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	6.2M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	34.4M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	6.1M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	12.3M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	53.3M	-4.4M	-8.2%
Spain		1.8M	12.6M	14.4M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	2.0M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	37.1M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	98.0M	-10.2M	-10.4%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>653.8M</b>	<b>-54.9M</b>	<b>-8.4%</b>



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## Top 10 Products

Products	2020	2021	2021 VS 2020
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.26%
AQ GT 21	0.8M	4.4M	561.14%
AQ Home Allin1	0.7M	5.2M	768.99%
AQ LION x1	0.0M	0.8M	1719.49%
AQ LION x2	0.1M	0.9M	1768.87%
AQ LION x3	0.1M	1.2M	1792.25%
AQ Mx NB	0.0M	1.4M	5723.52%
AQ Pen Drive DRC	0.6M	3.8M	587.66%
AQ Smash 2	0.4M	11.2M	2589.49%
AQ Zion Saga	0.7M	3.6M	528.55%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>808.04%</b>



Filters		Division Level Report		
region	All			
market	All			
Products	2020	2021	2021 VS 2020	
N & S	51.4M	94.7M	<div></div>	184.38%
P & A	105.2M	338.4M	<div></div>	321.53%
PC	40.1M	165.8M	<div></div>	413.70%
Grand Total	196.7M	598.9M	304.48%	



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## New Products-2021

Products	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>



Filters	
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Top 5 Products

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	19.0M

Filters	
region	All
market	All
division	All

Bottom 5 Products

Products	Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
Grand Total	175K



Filters	
region	All
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Top 5 Countries- 2021

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