



Filters

market All
region All
division All

Customer

Net Sales Performance

All values are in USD

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%
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%

AtliQ Hardware



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%
Grand Total	87.5M	196.7M	598.9M	304.5%

Filters

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	-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%
Grand Total	87.5M	196.7M	598.9M	-54.9m	-9.2%



Filters

region	All
division	All
customer	All

Top 10 Products

All values are in USD

Product	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	<div></div> 641.3%
AQ GT 21	0.8M	4.4M	<div></div> 561.1%
AQ Home Allin1	0.7M	5.2M	<div></div> 769.0%
AQ LION x1	0.0M	0.8M	<div></div> 1719.5%
AQ LION x2	0.1M	0.9M	<div></div> 1768.9%
AQ LION x3	0.1M	1.2M	<div></div> 1792.3%
AQ Mx NB	0.0M	1.4M	<div></div> 5723.5%
AQ Pen Drive DRC	0.6M	3.8M	<div></div> 587.7%
AQ Smash 2	0.4M	11.2M	<div></div> 2589.5%
AQ Zion Saga	0.7M	3.6M	<div></div> 528.5%
Grand Total	6.4M	52.0M	808.0%



Filters

market All
region All
customer All

Division

Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	<div></div> 184.4%
P & A	105.2M	338.4M	<div></div> 321.5%
PC	40.1M	165.8M	<div></div> 413.7%
Grand Total	196.7M	598.9M	304.5%



Filters

market	All
region	All
customer	All

Division	Qty Sold
AQ Gamers	3.38M
AQ Gamers Ms	3.98M
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1	3.37M
AQ Master wireless x1 Ms	4.13M
Grand Total	19.00M

TOP 5
Products

Filters

market	All
region	All
customer	All

Division	Qty Sold
AQ Gamer 1	0.05M
AQ GEN Z	0.06M
AQ Home Allin1	0.02M
AQ HOME Allin1 Gen 2	0.01M
AQ Smash 2	0.04M
Grand Total	0.17M

Bottom 5
Products



Filters

market	All
region	All
customer	All

New products -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
Grand Total		176.2M



Filters

region	All
customer	All
division	All

Top 5 countries - 2021

All values are in USD

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



Filters

market	All
region	All
division	All
customer	All

P & L
By Fiscal Years
All values are in USD

Metrics	Fiscal Year			21 vs 20
	2019	2020	2021	
Net Sales	87.5M	196.7M	598.9M	204%
COGS	51.2M	123.4M	380.7M	209%
Gross Margin	36.2M	73.3M	218.2M	198%
GM %	41.43%	37.28%	36.43%	-2%



Filters		P&L	
market	All	By Fiscal Months	
region	All	Note:	
division	All	All values are in USD	
Fiscal_year	2019	Do not modify this pivot table	

Quarters															Grand Total
Q1	Q2				Q3				Q4						
Metrics	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 %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%		

Filters		P&L	
market	All	By Fiscal Months	
region	All	Note:	
division	All	All values are in USD	
Fiscal_year	2020		

Quarters															Grand Total
Metrics	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	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 %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%		

Filters		P&L	
market	All	By Fiscal Months	
region	All	Note:	
division	All	All values are in USD	
Fiscal_year	2021		

Quarters															Grand Total
Metrics	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 %	36.65%	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%	125%	