









































FILTERS

market	All
region	All
division	All

Customer

Net Sales Performance

All values are in USD

Customers	2019	2020	2021	2021 vs 2020
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's)	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 Carphone)	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 Stores	0.1M	0.6M	1.9M	 186.0%
Electricalsbea Stores		0.1M	0.7M	 404.6%
Electricalslance Stores	0.1M	0.7M	2.3M	 213.3%
Electricalslytical	1.8M	2.6M	11.9M	 357.5%
Electricalsocity	2.3M	3.5M	12.4M	 258.8%
Electricalsquipo Stores	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%



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

**FILTERS**

region	All
division	All

Market**Performance vs Target**

All values are in USD

Market	2019	2020	2021	2021- target	% performance 2021
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%
New Zealand		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%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%



FILTERS

market	All
region	All
division	All

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

FILTERS

market	All
region	All
division	All

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

Top 5 Products Sales Quantity

All values are in USD

Bottom 5 Products Sales Quantity

All values are in USD

**FILTERS**

market	All
region	All
division	All

New Products in 2021

All values are in USD

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
Grand Total		176.2M



FILTERS

market	All
region	All
division	All
customer	All

P & L

By Fiscal Years

All values are in USD

Note: 2021 vs 2020 is not a part of pivot table

Metrics	Fiscal years			
	2019	2020	2021	2021 vs 2020
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%

AtliQ Hardwares



FILTERS

region	All
market	All
division	All
customer	All
FY	2021

P & L

By Fiscal Months

All values are in USD

	Quarters												
	Q1			Q2			Q3			Q4			Total
Metrics	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%

FILTERS

region	All
market	All
division	All
customer	All
FY	2020

P & L

By Fiscal Months

All values are in USD

	Quarters												
	Q1			Q2			Q3			Q4			Total
Metrics	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%	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%



FILTERS

region	All
market	All
division	All
customer	All
FY	2019

P & L

By Fiscal Months

All values are in USD

	Quarters												
	Q1			Q2			Q3			Q4			Total
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%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

Net Sales

Comparison	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
2021 vs 2020	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%
2020 vs 2019	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%