

## FILTERS

|          |     |
|----------|-----|
| region   | All |
| market   | All |
| division | All |

## Customer

## Net Sales Performance

All values 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%   |
| Elkj p                   | 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%   |
| Leader                   | 4.7M  | 6.0M  | 18.8M | 314.8%   |
| Logic Stores             | 0.2M  | 0.9M  | 4.8M  | 515.2%   |

## AtliQ Hardwares



|                    |              |               |               |               |
|--------------------|--------------|---------------|---------------|---------------|
| 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%        |
| <b>Grand Total</b> | <b>87.5M</b> | <b>196.7M</b> | <b>598.9M</b> | <b>304.5%</b> |



## GM % By Quarters (Sub\_Zone)

## FILTERS

fiscal\_year 2019

| %GM      | Quarters |       |       |       |             |
|----------|----------|-------|-------|-------|-------------|
| Sub_Zone | Q1       | Q2    | Q3    | Q4    | Grand Total |
| ANZ      | 43.0%    | 42.2% | 42.6% | 42.5% | 42.6%       |
| India    | 42.5%    | 42.2% | 42.0% | 42.5% | 42.4%       |
| NA       | 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%       |

fiscal\_year 2020

| %GM      | Quarters |       |       |       |             |
|----------|----------|-------|-------|-------|-------------|
| Sub_Zone | Q1       | Q2    | Q3    | Q4    | Grand Total |
| ANZ      | 43.3%    | 43.0% | 42.8% | 41.8% | 42.8%       |
| India    | 32.3%    | 32.1% | 32.4% | 32.0% | 32.2%       |
| NA       | 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%       |

fiscal\_year 2021

| %GM      | Quarters |       |       |       |             |
|----------|----------|-------|-------|-------|-------------|
| Sub_Zone | Q1       | Q2    | Q3    | Q4    | Grand Total |
| ANZ      | 39.0%    | 37.8% | 38.3% | 38.0% | 38.3%       |
| India    | 32.3%    | 31.8% | 31.9% | 32.0% | 32.0%       |
| NA       | 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%       |



## FILTERS

|          |     |
|----------|-----|
| region   | All |
| division | All |
| customer | All |

## Market

## Performance vs Target

All values are in USD

| Country            | 2019         | 2020          | 2021          | 2021 - Target | Change %     |
|--------------------|--------------|---------------|---------------|---------------|--------------|
| 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%       |
| <b>Grand Total</b> | <b>87.5M</b> | <b>196.7M</b> | <b>598.9M</b> | <b>-54.9M</b> | <b>-9.2%</b> |

# AtliQ Hardwares



## FILTERS

|             |      |
|-------------|------|
| region      | All  |
| country     | All  |
| division    | All  |
| customer    | All  |
| fiscal_year | 2019 |

## P & L

### By Fiscal Months

All Values are in USD Note : Do Not Modify Pivot Table

| Fiscal Months |        |        |        |        |        |        |        |        |        |        |        |        | Grand<br>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          |
| TOTAL 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%         |

|             |      |
|-------------|------|
| region      | All  |
| country     | All  |
| division    | All  |
| customer    | All  |
| fiscal_year | 2020 |

## P & L

### By Fiscal Months

All Values are in USD

| Fiscal Months |        |        |        |        |        |        |        |        |        |        |        |        | Grand<br>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         |
| TOTAL 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%         |



|             |      |
|-------------|------|
| region      | All  |
| country     | All  |
| division    | All  |
| customer    | All  |
| fiscal_year | 2021 |

P & L  
By Fiscal Months  
All Values are in USD

| Fiscal Months |        |        |        |        |        |        |        |        |        |        |        |        | Grand<br>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         |
| TOTAL 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 | 162.1% | 164.7% | 159.1% | 161.0% | 161.4% | 162.5% | 1981.6% | 461.2% | 347.0% | 178.6% | 173.9% | 160.3% | 204.5% |
| 20 vs 19 | 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% |



## FILTERS

|             |      |
|-------------|------|
| region      | All  |
| sub_zone    | All  |
| fiscal_year | 2021 |

## P & L

### For Markets

All Values are in USD

| Country        | NET SALES | COGS   | GROSS MARGIN | %GM    |
|----------------|-----------|--------|--------------|--------|
| Australia      | 21.0M     | 14.1M  | 6.9M         | 32.92% |
| Austria        | 2.8M      | 2.0M   | 0.9M         | 30.11% |
| Bangladesh     | 7.0M      | 4.5M   | 2.4M         | 34.54% |
| Canada         | 35.1M     | 21.7M  | 13.4M        | 38.21% |
| China          | 22.9M     | 13.5M  | 9.4M         | 41.07% |
| France         | 25.9M     | 14.7M  | 11.2M        | 43.24% |
| Germany        | 12.0M     | 8.9M   | 3.1M         | 26.18% |
| India          | 161.3M    | 109.7M | 51.6M        | 32.00% |
| Indonesia      | 18.4M     | 11.3M  | 7.1M         | 38.41% |
| Italy          | 11.7M     | 8.2M   | 3.5M         | 30.13% |
| Japan          | 7.9M      | 4.2M   | 3.7M         | 46.52% |
| Netherlands    | 8.0M      | 4.6M   | 3.4M         | 42.03% |
| Newzealand     | 11.4M     | 5.9M   | 5.5M         | 48.23% |
| Norway         | 13.7M     | 9.6M   | 4.0M         | 29.48% |
| Pakistan       | 5.7M      | 3.6M   | 2.0M         | 36.18% |
| Philippines    | 31.9M     | 19.4M  | 12.5M        | 39.09% |
| Poland         | 5.2M      | 3.0M   | 2.2M         | 42.56% |
| Portugal       | 11.8M     | 6.8M   | 5.0M         | 42.13% |
| South Korea    | 49.0M     | 31.4M  | 17.6M        | 35.92% |
| Spain          | 12.6M     | 8.4M   | 4.2M         | 33.13% |
| Sweden         | 1.8M      | 1.1M   | 0.7M         | 40.22% |
| United Kingdom | 34.2M     | 18.7M  | 15.4M        | 45.13% |
| USA            | 87.8M     | 55.3M  | 32.5M        | 36.99% |



## FILTERS

|          |     |
|----------|-----|
| region   | All |
| division | All |
| customer | All |

## New Products 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         |
| <b>Grand Total</b>                   |      | <b>176.2M</b> |





FILTERS

|          |     |
|----------|-----|
| region   | All |
| division | All |
| customer | All |

P & L

By Fiscal Year

All Values are in USD

Note : 20 vs 21 is not part of pivot table

| Metrics      | Fiscal Years |        |        | 21 VS 20 |
|--------------|--------------|--------|--------|----------|
|              | 2019         | 2020   | 2021   |          |
| NET SALES    | 87.5M        | 196.7M | 598.9M | 304.5%   |
| TOTAL COGS   | 51.2M        | 123.4M | 380.7M | 308.6%   |
| GROSS MARGIN | 36.2M        | 73.3M  | 218.2M | 297.6%   |
| %GM          | 41.43%       | 37.28% | 36.43% | 97.7%    |



FILTERS

|          |     |
|----------|-----|
| 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 Country 2021

All Values are in USD

# AtliQ Hardwares



## FILTERS

|                 |     |
|-----------------|-----|
| region          | All |
| <b>division</b> | All |
| customer        | All |

## 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         |
| <b>Grand Total</b>       | <b>19.0M</b> |



FILTERS

|          |     |
|----------|-----|
| region   | All |
| division | All |
| customer | All |

Top 10 Products

All Values are in USD

| Products                             | 2020 | 2021  | 21 vs 20             |
|--------------------------------------|------|-------|----------------------|
| AQ Electron 4 3600 Desktop Processor | 3.0M | 19.4M | <div></div> 641.26%  |
| AQ GT 21                             | 0.8M | 4.4M  | <div></div> 561.14%  |
| AQ Home Allin1                       | 0.7M | 5.2M  | <div></div> 768.99%  |
| AQ LION x1                           | 0.0M | 0.8M  | <div></div> 1719.49% |
| AQ LION x2                           | 0.1M | 0.9M  | <div></div> 1768.87% |
| AQ LION x3                           | 0.1M | 1.2M  | <div></div> 1792.25% |
| AQ Mx NB                             | 0.0M | 1.4M  | <div></div> 5723.52% |
| AQ Pen Drive DRC                     | 0.6M | 3.8M  | <div></div> 587.66%  |
| AQ Smash 2                           | 0.4M | 11.2M | <div></div> 2589.49% |
| AQ Zion Saga                         | 0.7M | 3.6M  | <div></div> 528.55%  |
| Grand Total                          | 6.4M | 52.0M | 808.04%              |



FILTERS

|                 |     |
|-----------------|-----|
| region          | All |
| <b>division</b> | All |
| customer        | All |

Bottom 5  
Products

| Products             | 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         |
| <b>Grand Total</b>   | <b>174.9k</b> |



FILTERS

|          |     |
|----------|-----|
| region   | All |
| customer | All |

Divison Level Report

All Values are in USD

| Division | 2020   | 2021   | 21 vs 20 |
|----------|--------|--------|----------|
| N & S    | 51.4M  | 94.7M  | 184.38%  |
| P & A    | 105.2M | 338.4M | 321.53%  |
| PC       | 40.1M  | 165.8M | 413.70%  |
| Grand    |        |        |          |
| Total    | 196.7M | 598.9M | 304.48%  |