











































## Filters

market All  
region All  
division All

## Customer Net Sales Performance

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%

# AtliQ Hardwares



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



Filters

region All  
customer All

Division level Report

All values in USD

Division	2020	2021	2021 vs 2020
N & S	51.4M	94.7M	<div></div> 84.4%
P & A	105.2M	338.4M	<div></div> 221.5%
PC	40.1M	165.8M	<div></div> 313.7%
Grand Total	196.7M	598.9M	204.5%



## Filters

region All  
division All

## Customer

## Performance Vs Target

All Values in USD

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.17%</b>

## Filters

## GM% by Quarters(Sub Zone)

FY 2019

GM% Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

FY 2020

GM% Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%

FY 2021

GM% Sub Zone	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
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%



market	All
customer	All
division	All
region	All
FY	2019

**P & L**  
**By Fiscal Months**  
Note: do not change the pivot table

Quarters														
Metrics	Q1			Q2			Q3			Q4			Grand Total	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
NetSales		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%

market	All
customer	All
division	All
region	All
FY	2020

**P & L**  
**By Fiscal Months**  
Note: do not change the pivot table

	Quarters														Grand Total
Metrics	Q1		Q2				Q3			Q4					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
NetSales	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%		

market	All
customer	All
division	All
region	All
FY	2021

**P & L**  
**By Fiscal Months**  
Note: do not change the pivot table

	Quarters													Grand Total
Metrics	Q1		Q2				Q3			Q4				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
NetSales	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%	

<b>Net Sales</b>														
<b>Comparison</b>														
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

market	All
customer	All
division	All
region	All

P & L

By Fiscal Years

Note: 21 Vs 20 is not part of pivot table

Metrics	Fiscal years			
	2019	2020	2021	21 Vs 20
NetSales	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%

**Filters**

region All  
sub\_zone All  
FY All

**P & L for Markets**

All Values in USD

Products	NetSales	COGS	Gross Margin	GM%
Australia	35.6M	22.1M	13.5M	37.87%
Austria	3.0M	2.1M	0.9M	29.96%
Bangladesh	9.7M	6.3M	3.4M	35.43%
Canada	52.0M	31.5M	20.5M	39.39%
China	29.7M	17.6M	12.1M	40.82%
France	37.5M	21.2M	16.2M	43.31%
Germany	19.3M	13.5M	5.8M	29.91%
India	241.9M	161.2M	80.7M	33.36%
Indonesia	27.1M	16.3M	10.8M	39.77%
Italy	19.1M	12.9M	6.2M	32.62%
Japan	9.8M	5.4M	4.4M	44.68%
Netherlands	11.6M	6.5M	5.0M	43.59%
Newzealand	13.4M	7.4M	6.0M	44.98%
Norway	16.2M	11.2M	5.0M	30.75%
Pakistan	11.0M	6.7M	4.3M	39.19%
Philippines	50.9M	30.2M	20.8M	40.77%
Poland	8.4M	4.9M	3.5M	41.52%
Portugal	16.2M	9.6M	6.6M	40.66%
South Korea	79.1M	50.2M	28.8M	36.47%
Spain	14.4M	9.5M	4.8M	33.69%
Sweden	2.0M	1.2M	0.8M	40.59%
United Kingdom	44.2M	25.3M	18.9M	42.72%
USA	131.2M	82.5M	48.7M	37.10%





Filters

region	All
division	All
customer	All

Products	Sum of 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	19000112

Top 5 products(Qty)

Filters

region	All
division	All
customer	All

Products	Sum of 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
Grand Total	174.9k

Bottom 5 products(Qty)







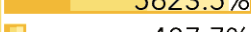





### Filters

region	All
customer	All
division	All

### Top 10 Products

All Values in USD

Products	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	 541.3%
AQ GT 21	0.8M	4.4M	 461.1%
AQ Home Allin1	0.7M	5.2M	 669.0%
AQ LION x1	0.0M	0.8M	 1619.5%
AQ LION x2	0.1M	0.9M	 1668.9%
AQ LION x3	0.1M	1.2M	 1692.3%
AQ Mx NB	0.0M	1.4M	 5623.5%
AQ Pen Drive DRC	0.6M	3.8M	 487.7%
AQ Smash 2	0.4M	11.2M	 2489.5%
AQ Zion Saga	0.7M	3.6M	 428.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.0%</b>



Filters

region	All
customer	All
division	All

Top 5 Countries - 2021  
All values 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**

region	All
customer	All
division	All

**New Products 2021**

<b>Products</b>	<b>2021</b>
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>