



## FILTERS

region	All
market	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	278.1%
All-Out		0.2M	0.8M	395.7%
AltiQ Exclusive	8.1M	15.6M	52.8M	238.6%
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	1.5M	2.1M	8.3M	299.5%
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%

## AtliQ Hardwares



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%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>204.5%</b>



## 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	-9.54%
Austria		0.1M	2.8M	-0.3M	-10.50%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.35%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.63%
China	1.4M	5.4M	22.9M	-2.1M	-8.28%
France	4.0M	7.5M	25.9M	-2.2M	-7.78%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.29%
India	30.8M	49.8M	161.3M	-9.6M	-5.59%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.45%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.22%
Japan		1.9M	7.9M	-0.3M	-3.96%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.59%
Newzealand		2.0M	11.4M	-1.4M	-10.95%
Norway		2.5M	13.7M	-1.4M	-9.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.48%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.27%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.35%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.12%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.18%
Spain		1.8M	12.6M	-1.8M	-12.39%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.00%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.02%
USA	11.5M	31.9M	87.8M	-10.2M	-10.44%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-8.40%</b>



region All  
sub\_zone All  
FY All

## P & L for Markets

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	35.6M	22.1M	13.5M	37.9%
Austria	3.0M	2.1M	0.9M	30.0%
Bangladesh	9.7M	6.3M	3.4M	35.4%
Canada	52.0M	31.5M	20.5M	39.4%
China	29.7M	17.6M	12.1M	40.8%
France	37.5M	21.2M	16.2M	43.3%
Germany	19.3M	13.5M	5.8M	29.9%
India	241.9M	161.2M	80.7M	33.4%
Indonesia	27.1M	16.3M	10.8M	39.8%
Italy	19.1M	12.9M	6.2M	32.6%
Japan	9.8M	5.4M	4.4M	44.7%
Netherlands	11.6M	6.5M	5.0M	43.6%
Newzealand	13.4M	7.4M	6.0M	45.0%
Norway	16.2M	11.2M	5.0M	30.7%
Pakistan	11.0M	6.7M	4.3M	39.2%
Philippines	50.9M	30.2M	20.8M	40.8%
Poland	8.4M	4.9M	3.5M	41.5%
Portugal	16.2M	9.6M	6.6M	40.7%
South Korea	79.1M	50.2M	28.8M	36.5%
Spain	14.4M	9.5M	4.8M	33.7%
Sweden	2.0M	1.2M	0.8M	40.6%
United Kingdom	44.2M	25.3M	18.9M	42.7%
USA	131.2M	82.5M	48.7M	37.1%

## GM% by Market(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%



FILTERS

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> 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
customer	All
division	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	 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

Product	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

Top 5 Products

All values are in USD

FILTERS

region	All
customer	All
division	All

Product	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

All values are in USD





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 Countries-2021

All values are in USD

**FILTERS**

region	All
division	All
customer	All

**New Products-2021**

All values are in USD

<b>Products</b>	<b>2020</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>