

Customer

Net Sales Performance

All values are in USD

FILTERS	
region	All
market	All
division	All

Customer	2019	2020	2021	21 vs 20 Growth
Nova		0.01M	0.35M	2564.9%
Integration Stores		0.16M	1.44M	787.2%
Chiptec		0.42M	3.02M	622.0%
Electricalsquipo Stores	0.18M	0.68M	3.64M	435.3%
Logic Stores	0.17M	0.93M	4.81M	415.2%
Electricalsbea Stores		0.14M	0.72M	404.6%
All-Out		0.16M	0.81M	395.7%
Elite	0.42M	0.83M	4.13M	395.5%
Boulanger	0.24M	0.83M	4.07M	392.9%
Neptune	0.99M	3.42M	16.11M	371.5%
Atlas Stores	0.18M	0.67M	3.17M	370.3%
Electricalslytical	1.80M	2.61M	11.94M	357.5%
UniEuro	0.60M	1.61M	7.35M	357.0%
Epic Stores	0.41M	0.94M	4.19M	346.1%
Euronics	0.36M	0.88M	3.90M	344.7%
Propel	1.59M	2.46M	10.83M	340.6%
Sorefoz	0.55M	1.07M	4.66M	333.6%
Girias	1.55M	2.07M	8.67M	319.3%
Chip 7	0.60M	1.32M	5.51M	316.1%
Relief	0.39M	1.01M	4.06M	303.6%
Atliq Exclusive	1.48M	2.08M	8.30M	299.5%
Surface Stores	0.09M	0.53M	2.12M	298.8%
Vijay Sales	1.73M	2.15M	8.53M	297.8%
Flawless Stores	0.07M	0.46M	1.81M	296.3%
Elkj�p	0.46M	1.32M	5.16M	291.9%
Ezone	1.53M	2.02M	7.92M	291.6%
Info Stores	0.07M	0.48M	1.84M	284.1%
Lotus	1.48M	2.11M	8.09M	282.6%
Acclaimed Stores	1.42M	2.89M	10.92M	278.1%
Reliance Digital	1.62M	2.57M	9.73M	277.9%
walmart	1.26M	2.63M	9.73M	270.4%
Expert	0.79M	1.77M	6.43M	264.0%
Radio Popular	0.51M	1.45M	5.27M	262.6%
Coolblue	0.46M	1.18M	4.25M	260.0%
Electricalsocity	2.34M	3.46M	12.42M	258.8%
BestBuy	0.85M	1.77M	6.31M	256.1%
Premium Stores	0.46M	1.10M	3.88M	253.1%
Fnac-Darty	0.54M	0.82M	2.87M	249.8%
Control	0.91M	2.20M	7.67M	249.2%
Viveks	1.55M	2.24M	7.78M	248.1%
AtliQ Exclusive	8.10M	15.60M	52.82M	238.6%
Costco	1.14M	2.75M	9.29M	237.4%
Zone	0.34M	1.56M	5.26M	236.2%
Expression	1.65M	2.99M	9.82M	228.2%
Sage	4.83M	6.44M	20.70M	221.5%

Leader	4.68M	5.97M	18.80M	■	214.8%
Electricals	0.10M	0.75M	2.35M	■	213.3%
Radio Shack	0.81M	1.75M	5.44M	■	211.5%
Saturn	0.23M	0.38M	1.19M	■	210.5%
Staples	1.24M	2.85M	8.75M	■	207.0%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	■	206.0%
Croma	1.67M	2.47M	7.55M	■	205.1%
Otto	0.26M	0.40M	1.20M	■	198.6%
Notebillion	0.25M	0.39M	1.12M	■	187.4%
Electricals	0.12M	0.65M	1.85M	■	186.0%
Synthetic	1.89M	4.42M	12.19M	■	176.0%
Forward Stores	0.56M	1.50M	4.07M	■	172.0%
Insight	0.42M	1.01M	2.76M	■	171.8%
Novus	1.87M	3.73M	9.85M	■	164.2%
Sound	0.56M	1.67M	4.36M	■	160.3%
Taobao	0.22M	1.33M	3.30M	■	148.7%
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	■	146.9%
Nomad Stores	0.53M	1.63M	4.02M	■	146.9%
Ebay	2.61M	6.27M	15.17M	■	142.2%
Digimarket	0.80M	1.72M	4.14M	■	141.1%
Flipkart	2.94M	8.35M	19.29M	■	131.0%
AtliQ e Store	7.18M	23.67M	52.98M	■	123.8%
Amazon	12.17M	37.51M	82.09M	■	118.9%
Grand Total	87.48M	196.69M	598.88M		204.5%



Division Level Report

All values are in USD

FILTERS	
region	All
market	All
customer	All

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
Grand Total	196.7M	598.9M	204.5%

Market Performace vs Target

All values are in USD

FILTERS	
region	All
division	All

Country	2019	2020	2021	2021 - Target	%
Poland	0.41M	2.79M	5.19M	-0.94M	-18.1%
Canada	4.76M	12.17M	35.06M	-5.07M	-14.5%
Spain		1.77M	12.62M	-1.79M	-14.1%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-12.9%
Germany	2.56M	4.69M	12.01M	-1.53M	-12.7%
Newzealand		1.99M	11.40M	-1.40M	-12.3%
Austria		0.12M	2.84M	-0.33M	-11.7%
USA	11.53M	31.92M	87.78M	-10.24M	-11.7%
Sweden	0.05M	0.23M	1.77M	-0.20M	-11.1%
Australia	3.88M	10.70M	20.99M	-2.21M	-10.5%
Norway		2.48M	13.68M	-1.44M	-10.5%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-10.3%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-9.3%
China	1.43M	5.42M	22.89M	-2.07M	-9.0%
Italy	2.90M	4.46M	11.72M	-1.05M	-9.0%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.9%
United Kingdom	2.00M	8.08M	34.15M	-2.98M	-8.7%
France	4.04M	7.47M	25.94M	-2.19M	-8.4%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-8.2%
Philiphines	5.69M	13.37M	31.86M	-2.50M	-7.8%
India	30.82M	49.77M	161.26M	-9.55M	-5.9%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.3%
Japan		1.88M	7.92M	-0.33M	-4.1%
Grand Total	87.48M	196.69M	598.88M	-54.94M	-9.2%

New Products - 2021 (Net Sales)

All values are in USD

FILTERS	
region	All
market	All
customer	All

Products	2021
AQ Qwerty	22 . 0M
AQ Trigger	20 . 7M
AQ Gen Y	19 . 5M
AQ Trigger Ms	17 . 9M
AQ Wi Power Dx3	17 . 2M
AQ Qwerty Ms	15 . 4M
AQ Electron 3 3600 Desktop Processor	14 . 2M
AQ Maxima Ms	13 . 7M
AQ GEN Z	11 . 7M
AQ Marquee P3	4 . 9M
AQ Clx3	4 . 4M
AQ Lumina Ms	4 . 2M
AQ HOME Allin1 Gen 2	3 . 5M
AQ MB Lito	2 . 8M
AQ MB Lito 2	2 . 3M
AQ Marquee P4	1 . 7M
Grand Total	176.2M

Top 10 Products (Net Sales)

All values are in USD

FILTERS	
region	All
market	All
division	All

Products	2020	2021	21 vs 20
AQ Mx NB	25.1K	1.4M	5623.5%
AQ Smash 2	433.0K	11.2M	2489.5%
AQ LION x3	68.5K	1.2M	1692.3%
AQ LION x2	53.0K	937.2K	1668.9%
AQ LION x1	48.7K	837.6K	1619.5%
AQ Home Allin1	670.9K	5.2M	669.0%
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ Pen Drive DRC	647.8K	3.8M	487.7%
AQ GT 21	780.5K	4.4M	461.1%
AQ Zion Saga	688.7K	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%



Top 5 Country (Net Sales - 2021)

All values are in USD

FILTERS	
region	All
customer	All
division	All

Country	2021
India	1 61 . 3M
USA	87 . 8M
South Korea	49 . 0M
Canada	35 . 1M
United Kingdom	34 . 2M
Grand Total	367.2M



Top 5 Products Sold

FILTERS	
region	All
market	All
customer	All

Product	Qty
AQ Master wired x1 Ms	4 . 2M
AQ Master wireless x1 Ms	4 . 1M
AQ Gamers Ms	4 . 0M
AQ Gamers	3 . 4M
AQ Master wireless x1	3 . 4M
Grand Total	19.0M

Bottom 5 Products

FILTERS	
region	All
market	All
customer	All

Product	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