



FILTERS

region All
market All
division All

Customer Net sales
performance

All values are in USD\$

Customer	Net Sales 2019	Net sales 2020	Net sale 2021	VS 2020
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%
Elkjøp	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	<div></div>	887.2%
Leader	4.7M	6.0M	18.8M	<div></div>	314.8%
Logic Stores	0.2M	0.9M	4.8M	<div></div>	515.2%
Lotus	1.5M	2.1M	8.1M	<div></div>	382.6%
Neptune	1.0M	3.4M	16.1M	<div></div>	471.5%
Nomad Stores	0.5M	1.6M	4.0M	<div></div>	246.9%
Notebillig	0.2M	0.4M	1.1M	<div></div>	287.4%
Nova		0.0M	0.4M	<div></div>	2664.9%
Novus	1.9M	3.7M	9.9M	<div></div>	264.2%
Otto	0.3M	0.4M	1.2M	<div></div>	298.6%
Premium Stores	0.5M	1.1M	3.9M	<div></div>	353.1%
Propel	1.6M	2.5M	10.8M	<div></div>	440.6%
Radio Popular	0.5M	1.5M	5.3M	<div></div>	362.6%
Radio Shack	0.8M	1.7M	5.4M	<div></div>	311.5%
Reliance Digital	1.6M	2.6M	9.7M	<div></div>	377.9%
Relief	0.4M	1.0M	4.1M	<div></div>	403.6%
Sage	4.8M	6.4M	20.7M	<div></div>	321.5%
Saturn	0.2M	0.4M	1.2M	<div></div>	310.5%
Sorefoz	0.6M	1.1M	4.7M	<div></div>	433.6%
Sound	0.6M	1.7M	4.4M	<div></div>	260.3%
Staples	1.2M	2.9M	8.8M	<div></div>	307.0%
Surface Stores	0.1M	0.5M	2.1M	<div></div>	398.8%
Synthetic	1.9M	4.4M	12.2M	<div></div>	276.0%
Taobao	0.2M	1.3M	3.3M	<div></div>	248.7%
UniEuro	0.6M	1.6M	7.3M	<div></div>	457.0%
Vijay Sales	1.7M	2.1M	8.5M	<div></div>	397.8%
Viveks	1.6M	2.2M	7.8M	<div></div>	348.1%
walmart	1.3M	2.6M	9.7M	<div></div>	370.4%
Zone	0.3M	1.6M	5.3M	<div></div>	336.2%
Grand Total	87.5M	196.7M	598.9M		304.5%

FILTERS

region All
division All

Market Performance

VS Target

All values are in USD\$

Country	2019	2020	2021	2021-Target	% Target
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%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%

FILTERS

region	All
customer	All
division	All

Top 10 products

All values are in USD\$

Products	2020	2021	2021 VS 2020
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
Grand Total	6.4M	52.0M	808.0%



FILTERS

region

All

customer

All

Division Report

All values are in USD\$

Products	2020	2021	2021 VS 2020
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%



Bottom 5 Qty.sales

All values are in USD\$

FILTERS

region	All
market	All
division	All

Customer	Sum of Qty
AQ Gamer 1	51.72K
AQ GEN Z	63.06K
AQ Home Allin1	15.22K
AQ HOME Allin1 Gen 2	8.85K
AQ Smash 2	36.03K
Grand Total	174887

Top 5 Qty.sales

Customer	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 N	4.1M
Grand Total	19000112



FILTERS

region All
division All

Top 5 countries
in Net Sales

All values are in USD\$

Customer	Net_sales
Canada	<div></div> 52.0M
India	<div></div> 241.9M
Philiphines	<div></div> 50.9M
South Korea	<div></div> 79.1M
USA	<div></div> 131.2M
Grand Total	555045494.9

All values are in USD\$

FILTERS

region	All
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division	All

Customer	Net sales 2020	Net sales 2021
AQ 5000 Series Ultron 8 5900X Desktop Processor	8.3M	16.3M
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M
AQ Electron 5 3600 Desktop Processor	9.2M	17.7M
AQ Gen X	3.7M	17.8M
AQ Gen Y		19.5M
AQ Maxima	6.1M	17.9M
AQ Qwerty		22.0M
AQ Trigger		20.7M
AQ Trigger Ms		17.9M
AQ Wi Power Dx3		17.2M
Grand Total	30.4M	186.4M

FILTER

P & L for market

region All

All values in USD

sub_zone All

FY All

Row Labels	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%



FILTER

market All
region All
division All

P & L By fiscal years

All values in USD

Metrics	Fiscal Years			
	2019	2020	2021	2021 vs 2020
net sales	87.5M	196.7M	598.9M	304%
COGS	51.2M	123.4M	380.7M	309%
Gross Margin	36.2M	73.3M	218.2M	298%
GM %	41.4%	37.3%	36.4%	98%

Note: 2021 vs 2020 is not part of pivot table



AtliQ Hardwares

market	All
customer	All
region	All
division	All
FY	2019

P & L By fiscal months

All values in USD

NOTE: Do not modify the pivot table

Matrics	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	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%

market	All
customer	All
region	All
division	All
FY	2020

Metrics	Quarters												Grand Total
	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
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
region	All
division	All
FY	2021

Matrics	Quarters												Grand Total
	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
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%

net sales comparison:

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%

Note: 2021 vs 2020 is not part of pivot table

FILTER

FY 2019

GM% by quarters(sub-zone)

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% by quarters(sub-zone)

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% by quarters(sub-zone)

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%