

## FILTERS

region All  
market All  
division All

## Customer Performance Report

CUSTOMERS	2019	2020	2021
Acclaimed Stores	1.4 M	2.9 M	10.9 M
All-Out		0.2 M	0.8 M
Amazon	12.2 M	37.5 M	82.1 M
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M
Atlas Stores	0.2 M	0.7 M	3.2 M
Atliq e Store	7.2 M	23.7 M	53.0 M
AtliQ Exclusive	9.6 M	17.7 M	61.1 M
BestBuy	0.9 M	1.8 M	6.3 M
Boulanger	0.2 M	0.8 M	4.1 M
Chip 7	0.6 M	1.3 M	5.5 M
Chiptec		0.4 M	3.0 M
Control	0.9 M	2.2 M	7.7 M
Coolblue	0.5 M	1.2 M	4.2 M
Costco	1.1 M	2.8 M	9.3 M
Croma	1.7 M	2.5 M	7.5 M
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M
Digimarket	0.8 M	1.7 M	4.1 M
Ebay	2.6 M	6.3 M	15.2 M
Electricalsara Stores	0.1 M	0.6 M	1.9 M
Electricalsbea Stores		0.1 M	0.7 M
Electricalslance Stores	0.1 M	0.7 M	2.3 M
Electricalslytical	1.8 M	2.6 M	11.9 M
Electricalsocity	2.3 M	3.5 M	12.4 M
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M
Elite	0.4 M	0.8 M	4.1 M
Elkj�p	0.5 M	1.3 M	5.2 M
Epic Stores	0.4 M	0.9 M	4.2 M
Euronics	0.4 M	0.9 M	3.9 M
Expert	0.8 M	1.8 M	6.4 M
Expression	1.7 M	3.0 M	9.8 M
Ezone	1.5 M	2.0 M	7.9 M
Flawless Stores	0.1 M	0.5 M	1.8 M
Flipkart	2.9 M	8.3 M	19.3 M
Fnac-Darty	0.5 M	0.8 M	2.9 M
Forward Stores	0.6 M	1.5 M	4.1 M
Girias	1.5 M	2.1 M	8.7 M
Info Stores	0.1 M	0.5 M	1.8 M
Insight	0.4 M	1.0 M	2.8 M
Integration Stores		0.2 M	1.4 M
Leader	4.7 M	6.0 M	18.8 M
Logic Stores	0.2 M	0.9 M	4.8 M
Lotus	1.5 M	2.1 M	8.1 M

Neptune	1.0 M	3.4 M	16.1 M
Nomad Stores	0.5 M	1.6 M	4.0 M
Notebillig	0.2 M	0.4 M	1.1 M
Nova		0.0 M	0.4 M
Novus	1.9 M	3.7 M	9.9 M
Otto	0.3 M	0.4 M	1.2 M
Premium Stores	0.5 M	1.1 M	3.9 M
Propel	1.6 M	2.5 M	10.8 M
Radio Popular	0.5 M	1.5 M	5.3 M
Radio Shack	0.8 M	1.7 M	5.4 M
Reliance Digital	1.6 M	2.6 M	9.7 M
Relief	0.4 M	1.0 M	4.1 M
Sage	4.8 M	6.4 M	20.7 M
Saturn	0.2 M	0.4 M	1.2 M
Sorefoz	0.6 M	1.1 M	4.7 M
Sound	0.6 M	1.7 M	4.4 M
Staples	1.2 M	2.9 M	8.8 M
Surface Stores	0.1 M	0.5 M	2.1 M
Synthetic	1.9 M	4.4 M	12.2 M
Taobao	0.2 M	1.3 M	3.3 M
UniEuro	0.6 M	1.6 M	7.3 M
Vijay Sales	1.7 M	2.1 M	8.5 M
Viveks	1.6 M	2.2 M	7.8 M
walmart	1.3 M	2.6 M	9.7 M
Zone	0.3 M	1.6 M	5.3 M
Grand Total	87.5 M	196.7 M	598.9 M

## FILTERS

region All **PERFORMANCE VS TARGET**  
 division All All values are in USD

COUNTRY	2019	2020	2021	2021_VS_T21	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-10.54%
Austria		0.1 M	2.8 M	-0.3 M	-11.74%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-10.31%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-14.45%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-9.03%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-8.44%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-12.72%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.92%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-12.93%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-8.96%
Japan		1.9 M	7.9 M	-0.3 M	-4.12%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-8.22%
Newzealand		2.0 M	11.4 M	-1.4 M	-12.30%
Norway		2.5 M	13.7 M	-1.4 M	-10.50%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-9.27%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.84%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-18.13%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.29%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.91%
Spain		1.8 M	12.6 M	-1.8 M	-14.15%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-11.11%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.72%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-11.66%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-9.17%

FILTERS

Divison Wise Report

region All  
market All

DIVISIONS	2020	2021	21VS20 %
N & S	51.4 M	94.7 M	<div></div> 84.4%
P & A	105.2 M	338.4 M	<div></div> 221.5%
PC	40.1 M	165.8 M	<div></div> 313.7%
Grand Total	196.7 M	598.9 M	204.5%

## FILTERS

region	All
market	All
division	All

## TOP 5 PRODUCTS

PRODUCTS	Sum of Qty
AQ Gamers	3.4 M
AQ Gamers Ms	4.0 M
AQ Master wired x1 Ms	4.2 M
AQ Master wireless x1	3.4 M
AQ Master wireless x1	4.1 M
Grand Total	19.0 M

## BOTTOM 5 PRODUCTS

## FILTERS

region	All
market	All
division	All

PRODUCTS	Sum of Qty
AQ Gamer 1	51.7 K
AQ GEN Z	63.1 K
AQ Home Allin1	15.2 K
AQ HOME Allin1 Gen 2	8.9 K
AQ Smash 2	36.0 K
Grand Total	174.9 K

**FILTERS**

region	All
market	All
division	All

**NEW PRODUCTS 2021**

PRODUCTS	2020	2021
AQ Clx3		4.4 M
AQ Electron 3 3600 Desktop Processor		14.2 M
AQ Gen Y		19.5 M
AQ GEN Z		11.7 M
AQ HOME Allin1 Gen 2		3.5 M
AQ Lumina Ms		4.2 M
AQ Marquee P3		4.9 M
AQ Marquee P4		1.7 M
AQ Maxima Ms		13.7 M
AQ MB Lito		2.8 M
AQ MB Lito 2		2.3 M
AQ Qwerty		22.0 M
AQ Qwerty Ms		15.4 M
AQ Trigger		20.7 M
AQ Trigger Ms		17.9 M
AQ Wi Power Dx3		17.2 M
<b>Grand Total</b>		<b>176.2 M</b>



FILTERS

region	All
division	All

TOP 5 COUNTRY 2021

All values are in USD

COUNTRY	2021
Canada	35.1 M
India	161.3 M
South Korea	49.0 M
United Kingdom	34.2 M
USA	87.8 M
Grand Total	367.2 M

FILTERS

market All  
Customers All  
region All  
division All

P&L BY FISCAL YEARS

All values are in USD  
NOTE:21VS20 IS NOT A PART OF PIVOT TABLE

FISCAL YEARS				
Values	2019	2020	2021	21 VS 20
NET SALES	87.5M	196.7M	598.9M	304.5%
COGS	51.2M	123.4M	380.7M	308.6%
GROSS MARGIN	36.2M	73.3M	218.2M	297.6%
GM%	41.4%	37.3%	36.4%	97.7%



## FILTERS

region	All
market	All
division	All

## Top 10 Products

PRODUCTS	2020	2021	21 VS 20 %
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M	541.26%
AQ GT 21	0.8 M	4.4 M	461.14%
AQ Home Allin1	0.7 M	5.2 M	668.99%
AQ LION x1	0.0 M	0.8 M	1619.49%
AQ LION x2	0.1 M	0.9 M	1668.87%
AQ LION x3	0.1 M	1.2 M	1692.25%
AQ Mx NB	0.0 M	1.4 M	5623.52%
AQ Pen Drive DRC	0.6 M	3.8 M	487.66%
AQ Smash 2	0.4 M	11.2 M	2489.49%
AQ Zion Saga	0.7 M	3.6 M	428.55%
<b>Grand Total</b>	<b>6.4 M</b>	<b>52.0 M</b>	<b>708.04%</b>

# FILTERS

market All  
 Customers All  
 region All  
 division All  
 FY 2019

## P&L BY FISCAL YEARS

All values are in USD

NOTE : DO NOT MODIFY THE PIVOT TABLE

	QUARTER														
	Q1			Q2			Q3			Q4				Grand Total	
Values	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	2.7M	2.6M	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  
 Customers All  
 region All  
 division All  
 FY 2020

## P&L BY FISCAL YEARS

All values are in USD

	QUARTER												Grand Total	
	Q1			Q2			Q3			Q4				
Values	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  
 Customers All  
 region All  
 division All  
 FY 2021

## P&L BY FISCAL YEARS

All values are in USD

	QUARTER													
	Q1			Q2			Q3			Q4			Grand Total	
Values	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															
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

Customers All  
 region All  
 division All  
 FY 2020

## P&amp;L BY FISCAL YEARS

All values are in USD

COUNTRY	NET SALES	COGS	GROSS M	GM%
Australia	10.7M	5.8M	4.9M	45.9%
Austria	0.1M	0.1M	0.0M	26.1%
Bangladesh	2.3M	1.4M	0.9M	39.6%
Canada	12.2M	7.1M	5.1M	41.9%
China	5.4M	3.3M	2.1M	38.7%
France	7.5M	4.3M	3.2M	43.1%
Germany	4.7M	3.0M	1.7M	35.6%
India	49.8M	33.7M	16.0M	32.2%
Indonesia	6.2M	3.5M	2.7M	42.9%
Italy	4.5M	3.1M	1.4M	30.7%
Japan	1.9M	1.2M	0.7M	37.0%
Netherlands	3.4M	1.8M	1.6M	47.8%
Newzealand	2.0M	1.5M	0.5M	26.4%
Norway	2.5M	1.5M	0.9M	37.7%
Pakistan	4.7M	2.7M	2.0M	42.8%
Philippines	13.4M	7.3M	6.0M	45.1%
Poland	2.8M	1.7M	1.1M	40.2%
Portugal	3.6M	2.3M	1.3M	36.1%
South Korea	17.3M	12.1M	5.2M	29.8%
Spain	1.8M	1.1M	0.7M	37.7%
Sweden	0.2M	0.1M	0.1M	44.1%
United Kingdom	8.1M	5.3M	2.8M	34.1%
USA	31.9M	19.5M	12.4M	39.0%

## FILTERS

## GM% BY QUARTER(SUB ZONE)

FY 2019

GM%	QUARTER				
	Q1	Q2	Q3	Q4	Grand Total
COUNTRY					
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%

## FILTERS

## GM% BY QUARTER(SUB ZONE)

FY 2020

GM%	QUARTER				
	Q1	Q2	Q3	Q4	Grand Total
COUNTRY					
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%

## FILTERS

## GM% BY QUARTER(SUB ZONE)

FY 2021

GM%	QUARTER				
	Q1	Q2	Q3	Q4	Grand Total
COUNTRY					
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%