

FILTERS

| | |
|----------|-----|
| region | All |
| market | All |
| division | All |

Customer**Net Sales Performance**

All Values 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% |
| 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 | 9.6M | 17.7M | 61.1M | 245.8% |
| 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% |
| Leader | 4.7M | 6.0M | 18.8M | 214.8% |

AtliQ Hardwares



| | | | | |
|--------------------|--------------|---------------|---------------|---------------|
| 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% |
| Grand Total | 87.5M | 196.7M | 598.9M | 204.5% |

FILTERS

region All
division All

Market**Performance Vs Target**

All Values in USD

| Country | 2019 | 2020 | 2021 | 2021 - 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 |
| market | All |

Division Level Report

All Values in USD

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

**FILTERS**

region All
 division All
 market All

Top 10 Products

All Values in USD

| Product | 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% |
| Grand Total | 6.4M | 52.0M | 708.0% |



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| market | All |

| Product | Quantity |
|--------------------------|-----------------|
| AQ Gamers | 3376565 |
| AQ Gamers Ms | 3975074 |
| AQ Master wired x1 Ms | 4151008 |
| AQ Master wireless x1 | 3371170 |
| AQ Master wireless x1 Ms | 4126295 |
| Grand Total | 19000112 |

Top 5 Products

All Values in USD

FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| market | All |

| Product | Quantity |
|----------------------|---------------|
| AQ Gamer 1 | 51721 |
| AQ GEN Z | 63059 |
| AQ Home Allin1 | 15224 |
| AQ HOME Allin1 Gen 2 | 8854 |
| AQ Smash 2 | 36029 |
| Grand Total | 174887 |

Bottom 5 Products

All Values in USD



FILTERS

| | |
|----------|-----|
| region | 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 |
| division | All |
| market | All |

New Products - 2021

All Values in USD

| Product | 2020 | 2021 |
|----------------------|------|---------------|
| 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 |
| Grand Total | | 176.2M |



FILTERS

| | |
|----------|-----|
| region | All |
| market | All |
| division | All |
| customer | All |

P&L by Fiscal Years
Net Sales Performance
All Values in USD

| Metrics | Fiscal Years | | | | 21 Vs 20 |
|--------------|--------------|--------|--------|--|----------|
| | 2019 | 2020 | 2021 | | |
| Net Sales | 87.5M | 196.7M | 598.9M | | 204% |
| COGS | 51.2M | 123.4M | 380.7M | | 209% |
| Gross Margin | 36.2M | 73.3M | 218.2M | | 198% |
| GM% | 41% | 37% | 36% | | -2% |

FILTERS

region All
 market All
 division All
 customer All
 FY 2019

P&L by Months**Net Sales Performance**

All Values in USD

Note: Do not modify the pivot table

| Metrics | 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% |

region All
 market All
 division All
 customer All
 FY 2020

P&L by Months**Net Sales Performance**

All Values in USD

Note: Do not modify the pivot table

| 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% |

AtliQ Hardwares



region All
market All
division All
customer All
FY 2021

P&L by Months Net Sales Performance

All Values in USD

Note: Do not modify the pivot table

| Metrics | 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

| | | | | | | | | | | | | | |
|----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 21 vs 20 | 162.1% | 164.7% | 159.1% | 161.0% | 161.4% | 162.5% | ##### | 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

region All
sub_zone All
FY 2021

P&L by Markets
Net Sales Performance
All Values in USD

| Market | Net Sales | COGS | Gross Margin | GM% |
|----------------|-----------|---------|--------------|-------|
| Australia | 20.99M | 14.08M | 6.91M | 32.9% |
| Austria | 2.84M | 1.98M | 0.86M | 30.1% |
| Bangladesh | 6.95M | 4.55M | 2.40M | 34.5% |
| Canada | 35.06M | 21.66M | 13.39M | 38.2% |
| China | 22.89M | 13.49M | 9.40M | 41.1% |
| France | 25.94M | 14.73M | 11.22M | 43.2% |
| Germany | 12.01M | 8.86M | 3.14M | 26.2% |
| India | 161.26M | 109.65M | 51.61M | 32.0% |
| Indonesia | 18.41M | 11.34M | 7.07M | 38.4% |
| Italy | 11.72M | 8.19M | 3.53M | 30.1% |
| Japan | 7.92M | 4.24M | 3.69M | 46.5% |
| Netherlands | 7.98M | 4.63M | 3.36M | 42.0% |
| Newzealand | 11.40M | 5.90M | 5.50M | 48.2% |
| Norway | 13.68M | 9.65M | 4.03M | 29.5% |
| Pakistan | 5.66M | 3.61M | 2.05M | 36.2% |
| Philippines | 31.86M | 19.40M | 12.45M | 39.1% |
| Poland | 5.19M | 2.98M | 2.21M | 42.6% |
| Portugal | 11.83M | 6.85M | 4.98M | 42.1% |
| South Korea | 48.97M | 31.38M | 17.59M | 35.9% |
| Spain | 12.62M | 8.44M | 4.18M | 33.1% |
| Sweden | 1.77M | 1.06M | 0.71M | 40.2% |
| United Kingdom | 34.15M | 18.74M | 15.41M | 45.1% |
| USA | 87.78M | 55.31M | 32.47M | 37.0% |

FILTERS

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% Sub Zone | Quarters | | | | Grand Total |
|-----------------|----------|-------|-------|-------|-------------|
| | Q1 | Q2 | Q3 | Q4 | |
| ANZ | 43.3% | 43.0% | 42.8% | 41.8% | 42.82% |
| India | 32.3% | 32.1% | 32.4% | 32.0% | 32.21% |
| NA | 39.9% | 40.1% | 39.1% | 39.7% | 39.78% |
| NE | 37.6% | 37.8% | 38.5% | 37.7% | 37.81% |
| ROA | 38.4% | 38.3% | 38.8% | 37.7% | 38.23% |
| SE | 38.5% | 37.3% | 38.2% | 37.8% | 37.90% |

FY 2021

| GM% Sub Zone | Quarters | | | | Grand Total |
|-----------------|----------|-------|-------|-------|-------------|
| | Q1 | Q2 | Q3 | Q4 | |
| ANZ | 39.0% | 37.8% | 38.3% | 38.0% | 38.31% |
| India | 32.3% | 31.8% | 31.9% | 32.0% | 32.00% |
| NA | 37.1% | 37.4% | 37.5% | 37.4% | 37.34% |
| NE | 37.9% | 38.7% | 38.2% | 38.3% | 38.29% |
| ROA | 38.5% | 38.4% | 38.1% | 38.1% | 38.31% |
| SE | 38.6% | 38.3% | 38.6% | 38.5% | 38.50% |