



# AtliQ Hardwares

## FILTERS

region	All
market	All
division	All

## Customer

### Net Sales Performance Report

All values are in USD.

Customer	2019	2020	2021	2021 vs 2020
Nova		\$ 0.0 M	\$ 0.4 M	2664.9%
Integration Stores		\$ 0.2 M	\$ 1.4 M	887.2%
Chiptec		\$ 0.4 M	\$ 3.0 M	722.0%
Electricalsquipo Stores	\$ 0.2 M	\$ 0.7 M	\$ 3.6 M	535.3%
Logic Stores	\$ 0.2 M	\$ 0.9 M	\$ 4.8 M	515.2%
Electricalsbea Stores		\$ 0.1 M	\$ 0.7 M	504.6%
All-Out		\$ 0.2 M	\$ 0.8 M	495.7%
Elite	\$ 0.4 M	\$ 0.8 M	\$ 4.1 M	495.5%
Boulanger	\$ 0.2 M	\$ 0.8 M	\$ 4.1 M	492.9%
Neptune	\$ 1.0 M	\$ 3.4 M	\$ 16.1 M	471.5%
Atlas Stores	\$ 0.2 M	\$ 0.7 M	\$ 3.2 M	470.3%
Electricalslytical	\$ 1.8 M	\$ 2.6 M	\$ 11.9 M	457.5%
UniEuro	\$ 0.6 M	\$ 1.6 M	\$ 7.3 M	457.0%
Epic Stores	\$ 0.4 M	\$ 0.9 M	\$ 4.2 M	446.1%
Euronics	\$ 0.4 M	\$ 0.9 M	\$ 3.9 M	444.7%
Propel	\$ 1.6 M	\$ 2.5 M	\$ 10.8 M	440.6%
Sorefoz	\$ 0.6 M	\$ 1.1 M	\$ 4.7 M	433.6%
Girias	\$ 1.5 M	\$ 2.1 M	\$ 8.7 M	419.3%
Chip 7	\$ 0.6 M	\$ 1.3 M	\$ 5.5 M	416.1%
Relief	\$ 0.4 M	\$ 1.0 M	\$ 4.1 M	403.6%
Surface Stores	\$ 0.1 M	\$ 0.5 M	\$ 2.1 M	398.8%
Vijay Sales	\$ 1.7 M	\$ 2.1 M	\$ 8.5 M	397.8%
Flawless Stores	\$ 0.1 M	\$ 0.5 M	\$ 1.8 M	396.3%
Elkjøp	\$ 0.5 M	\$ 1.3 M	\$ 5.2 M	391.9%
Ezone	\$ 1.5 M	\$ 2.0 M	\$ 7.9 M	391.6%
Info Stores	\$ 0.1 M	\$ 0.5 M	\$ 1.8 M	384.1%
Lotus	\$ 1.5 M	\$ 2.1 M	\$ 8.1 M	382.6%
Acclaimed Stores	\$ 1.4 M	\$ 2.9 M	\$ 10.9 M	378.1%
Reliance Digital	\$ 1.6 M	\$ 2.6 M	\$ 9.7 M	377.9%
walmart	\$ 1.3 M	\$ 2.6 M	\$ 9.7 M	370.4%
Expert	\$ 0.8 M	\$ 1.8 M	\$ 6.4 M	364.0%
Radio Popular	\$ 0.5 M	\$ 1.5 M	\$ 5.3 M	362.6%
Coolblue	\$ 0.5 M	\$ 1.2 M	\$ 4.2 M	360.0%
Electricalsocity	\$ 2.3 M	\$ 3.5 M	\$ 12.4 M	358.8%
BestBuy	\$ 0.9 M	\$ 1.8 M	\$ 6.3 M	356.1%
Premium Stores	\$ 0.5 M	\$ 1.1 M	\$ 3.9 M	353.1%



## AtliQ Hardwares

Fnac-Darty	\$ 0.5 M	\$ 0.8 M	\$ 2.9 M		349.8%
Control	\$ 0.9 M	\$ 2.2 M	\$ 7.7 M		349.2%
Viveks	\$ 1.6 M	\$ 2.2 M	\$ 7.8 M		348.1%
AtliQ Exclusive	\$ 9.6 M	\$ 17.7 M	\$ 61.1 M		345.8%
Costco	\$ 1.1 M	\$ 2.8 M	\$ 9.3 M		337.4%
Zone	\$ 0.3 M	\$ 1.6 M	\$ 5.3 M		336.2%
Expression	\$ 1.7 M	\$ 3.0 M	\$ 9.8 M		328.2%
Sage	\$ 4.8 M	\$ 6.4 M	\$ 20.7 M		321.5%
Leader	\$ 4.7 M	\$ 6.0 M	\$ 18.8 M		314.8%
Electricalslance Stores	\$ 0.1 M	\$ 0.7 M	\$ 2.3 M		313.3%
Radio Shack	\$ 0.8 M	\$ 1.7 M	\$ 5.4 M		311.5%
Saturn	\$ 0.2 M	\$ 0.4 M	\$ 1.2 M		310.5%
Staples	\$ 1.2 M	\$ 2.9 M	\$ 8.8 M		307.0%
Argos (Sainsbury's)	\$ 0.4 M	\$ 0.7 M	\$ 2.3 M		306.0%
Croma	\$ 1.7 M	\$ 2.5 M	\$ 7.5 M		305.1%
Otto	\$ 0.3 M	\$ 0.4 M	\$ 1.2 M		298.6%
Notebillig	\$ 0.2 M	\$ 0.4 M	\$ 1.1 M		287.4%
Electricalsara Stores	\$ 0.1 M	\$ 0.6 M	\$ 1.9 M		286.0%
Synthetic	\$ 1.9 M	\$ 4.4 M	\$ 12.2 M		276.0%
Forward Stores	\$ 0.6 M	\$ 1.5 M	\$ 4.1 M		272.0%
Insight	\$ 0.4 M	\$ 1.0 M	\$ 2.8 M		271.8%
Novus	\$ 1.9 M	\$ 3.7 M	\$ 9.9 M		264.2%
Sound	\$ 0.6 M	\$ 1.7 M	\$ 4.4 M		260.3%
Taobao	\$ 0.2 M	\$ 1.3 M	\$ 3.3 M		248.7%
Currys (Dixons Carphone)	\$ 0.3 M	\$ 0.8 M	\$ 1.9 M		246.9%
Nomad Stores	\$ 0.5 M	\$ 1.6 M	\$ 4.0 M		246.9%
Ebay	\$ 2.6 M	\$ 6.3 M	\$ 15.2 M		242.2%
Digimarket	\$ 0.8 M	\$ 1.7 M	\$ 4.1 M		241.1%
Flipkart	\$ 2.9 M	\$ 8.3 M	\$ 19.3 M		231.0%
AtliQ e Store	\$ 7.2 M	\$ 23.7 M	\$ 53.0 M		223.8%
Amazon	\$ 12.2 M	\$ 37.5 M	\$ 82.1 M		218.9%
<b>Grand Total</b>	<b>\$ 87.5 M</b>	<b>\$ 196.7 M</b>	<b>\$ 598.9 M</b>		<b>304.5%</b>



# AtliQ Hardwares

## FILTERS

region	All
division	All

## Market

### Sales Performance vs Target Report

All values are in USD.

Country	2019	2020	2021	2021 - Target	2021 - Target %
Poland	\$ 0.4 M	\$ 2.8 M	\$ 5.2 M	-\$ 0.9 M	-15.3%
Canada	\$ 4.8 M	\$ 12.2 M	\$ 35.1 M	-\$ 5.1 M	-12.6%
Spain		\$ 1.8 M	\$ 12.6 M	-\$ 1.8 M	-12.4%
Indonesia	\$ 2.5 M	\$ 6.2 M	\$ 18.4 M	-\$ 2.4 M	-11.5%
Germany	\$ 2.6 M	\$ 4.7 M	\$ 12.0 M	-\$ 1.5 M	-11.3%
Newzealand		\$ 2.0 M	\$ 11.4 M	-\$ 1.4 M	-11.0%
Austria		\$ 0.1 M	\$ 2.8 M	-\$ 0.3 M	-10.5%
USA	\$ 11.5 M	\$ 31.9 M	\$ 87.8 M	-\$ 10.2 M	-10.4%
Sweden	\$ 0.1 M	\$ 0.2 M	\$ 1.8 M	-\$ 0.2 M	-10.0%
Australia	\$ 3.9 M	\$ 10.7 M	\$ 21.0 M	-\$ 2.2 M	-9.5%
Norway		\$ 2.5 M	\$ 13.7 M	-\$ 1.4 M	-9.5%
Bangladesh	\$ 0.5 M	\$ 2.3 M	\$ 7.0 M	-\$ 0.7 M	-9.3%
Pakistan	\$ 0.6 M	\$ 4.7 M	\$ 5.7 M	-\$ 0.5 M	-8.5%
China	\$ 1.4 M	\$ 5.4 M	\$ 22.9 M	-\$ 2.1 M	-8.3%
Italy	\$ 2.9 M	\$ 4.5 M	\$ 11.7 M	-\$ 1.0 M	-8.2%
South Korea	\$ 12.8 M	\$ 17.3 M	\$ 49.0 M	-\$ 4.4 M	-8.2%
United Kingdom	\$ 2.0 M	\$ 8.1 M	\$ 34.2 M	-\$ 3.0 M	-8.0%
France	\$ 4.0 M	\$ 7.5 M	\$ 25.9 M	-\$ 2.2 M	-7.8%
Netherlands	\$ 0.2 M	\$ 3.4 M	\$ 8.0 M	-\$ 0.7 M	-7.6%
Philippines	\$ 5.7 M	\$ 13.4 M	\$ 31.9 M	-\$ 2.5 M	-7.3%
India	\$ 30.8 M	\$ 49.8 M	\$ 161.3 M	-\$ 9.6 M	-5.6%
Portugal	\$ 0.7 M	\$ 3.6 M	\$ 11.8 M	-\$ 0.5 M	-4.1%
Japan		\$ 1.9 M	\$ 7.9 M	-\$ 0.3 M	-4.0%
<b>Grand Total</b>	<b>\$ 87.5 M</b>	<b>\$ 196.7 M</b>	<b>\$ 598.9 M</b>	<b>-\$ 54.9 M</b>	<b>-8.4%</b>



# AtliQ Hardwares

## FILTERS

region	All
division	All
customer	All

## Top 10 Products

### by Sales Increment Report

All values are in USD.

Product	2020	2021	Increment % 2021 vs 2020
AQ Mx NB	\$ 0.0 M	\$ 1.4 M	5623.5%
AQ Smash 2	\$ 0.4 M	\$ 11.2 M	2489.5%
AQ LION x3	\$ 0.1 M	\$ 1.2 M	1692.3%
AQ LION x2	\$ 0.1 M	\$ 0.9 M	1668.9%
AQ LION x1	\$ 0.0 M	\$ 0.8 M	1619.5%
AQ Home Allin1	\$ 0.7 M	\$ 5.2 M	669.0%
AQ Electron 4 3600 Desktop P	\$ 3.0 M	\$ 19.4 M	541.3%
AQ Pen Drive DRC	\$ 0.6 M	\$ 3.8 M	487.7%
AQ GT 21	\$ 0.8 M	\$ 4.4 M	461.1%
AQ Zion Saga	\$ 0.7 M	\$ 3.6 M	428.5%
<b>Grand Total</b>	<b>\$ 6.4 M</b>	<b>\$ 52.0 M</b>	<b>708.0%</b>



# AtliQ Hardwares

## FILTERS

region	All
customer	All

## Division Sales Report

All values are in USD.

Division	2020	2021	Increment % 2021 vs 2020
PC	\$ 40.1 M	\$ 165.8 M	313.7%
P & A	\$ 105.2 M	\$ 338.4 M	221.5%
N & S	\$ 51.4 M	\$ 94.7 M	84.4%
<b>Grand Total</b>	<b>\$ 196.7 M</b>	<b>\$ 598.9 M</b>	<b>204.5%</b>



## AtliQ Hardwares

### FILTERS

region	All
division	All
customer	All

Product	Qty
AQ Master wired x1 Ms	4.2 M
AQ Master wireless x1 Ms	4.1 M
AQ Gamers Ms	4.0 M
AQ Gamers	3.4 M
AQ Master wireless x1	3.4 M
<b>Grand Total</b>	<b>19.0 M</b>

### Top 5 Products by Qty Report

### FILTERS

region	All
division	All
customer	All

Product	Qty
AQ HOME Allin1 Gen 2	8.9 K
AQ Home Allin1	15.2 K
AQ Smash 2	36.0 K
AQ Gamer 1	51.7 K
AQ GEN Z	63.1 K
<b>Grand Total</b>	<b>174.9 K</b>

### Bottom 5 Products by Qty Report



# AtliQ Hardwares

## FILTERS

region	All
division	All
customer	All

## New Products - 2021 by Sales Report

All values are in USD.

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



## FILTERS

region	All
customer	All

Country	2021
India	\$ 161.3 M
USA	\$ 87.8 M
South Korea	\$ 49.0 M
Canada	\$ 35.1 M
United Kingdom	\$ 34.2 M
<b>Grand Total</b>	<b>\$ 367.2 M</b>

## Top 5 Country - 2021 by Sales Report

All values are in USD.





# AtliQ Hardwares

## FILTERS

region	All
market	All

## P & L

### by Fiscal Years Report

All values are in USD.

Fiscal Years				
Region	2019	2020	2021	2021 vs 2020
<b>N &amp; S</b>				
NetSales	\$ 30.0 M	\$ 51.4 M	\$ 94.7 M	84.4%
COGS	\$ 17.8 M	\$ 32.5 M	\$ 59.9 M	84.7%
GrossMargin	\$ 12.2 M	\$ 18.9 M	\$ 34.8 M	83.8%
GM%	40.7%	36.8%	36.7%	-0.3%
<b>P &amp; A</b>				
NetSales	\$ 40.1 M	\$ 105.2 M	\$ 338.4 M	221.5%
COGS	\$ 23.3 M	\$ 65.9 M	\$ 215.2 M	226.7%
GrossMargin	\$ 16.8 M	\$ 39.4 M	\$ 123.2 M	212.8%
GM%	41.9%	37.4%	36.4%	-2.7%
<b>PC</b>				
NetSales	\$ 17.4 M	\$ 40.1 M	\$ 165.8 M	313.7%
COGS	\$ 10.2 M	\$ 25.1 M	\$ 105.6 M	321.4%
GrossMargin	\$ 7.2 M	\$ 15.0 M	\$ 60.2 M	300.9%
GM%	41.5%	37.4%	36.3%	-3.1%



# AtliQ Hardwares

## FILTERS

region	All
market	All
division	All
FY	2019

## P & L

### by Fiscal Months Report

All values are 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	
NetSales	\$ 6.5 M	\$ 8.0 M	\$ 10.7 M	\$ 11.4 M	\$ 6.5 M	\$ 6.1 M	\$ 6.4 M	\$ 6.3 M	\$ 6.5 M	\$ 6.2 M	\$ 6.5 M	\$ 6.3 M	\$ 87.5 M
COGS	\$ 3.8 M	\$ 4.7 M	\$ 6.3 M	\$ 6.7 M	\$ 3.9 M	\$ 3.5 M	\$ 3.8 M	\$ 3.7 M	\$ 3.8 M	\$ 3.6 M	\$ 3.8 M	\$ 3.7 M	\$ 51.2 M
GrossMargin	\$ 2.6 M	\$ 3.4 M	\$ 4.5 M	\$ 4.7 M	\$ 2.7 M	\$ 2.6 M	\$ 2.7 M	\$ 2.6 M	\$ 2.6 M	\$ 2.6 M	\$ 2.7 M	\$ 2.6 M	\$ 36.2 M
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%

## FILTERS

region	All
market	All
division	All
FY	2020

## P & L

### by Fiscal Months Report

All values are 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	
NetSales	\$ 17.1 M	\$ 20.6 M	\$ 28.7 M	\$ 29.9 M	\$ 17.1 M	\$ 15.9 M	\$ 2.1 M	\$ 7.8 M	\$ 9.9 M	\$ 14.9 M	\$ 16.1 M	\$ 16.5 M	\$ 196.7 M
COGS	\$ 10.6 M	\$ 12.8 M	\$ 18.1 M	\$ 18.9 M	\$ 10.7 M	\$ 9.9 M	\$ 1.3 M	\$ 4.8 M	\$ 6.2 M	\$ 9.3 M	\$ 10.2 M	\$ 10.5 M	\$ 123.4 M
GrossMargin	\$ 6.5 M	\$ 7.8 M	\$ 10.6 M	\$ 11.0 M	\$ 6.5 M	\$ 6.0 M	\$ 0.8 M	\$ 2.9 M	\$ 3.7 M	\$ 5.5 M	\$ 5.9 M	\$ 6.1 M	\$ 73.3 M



# AtliQ Hardwares

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%
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## FILTERS

region	All
market	All
division	All
FY	2021

## P & L

### by Fiscal Months Report

All values are 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	
NetSales	\$ 44.8 M	\$ 54.6 M	\$ 74.3 M	\$ 78.1 M	\$ 44.8 M	\$ 41.8 M	\$ 44.0 M	\$ 43.5 M	\$ 44.4 M	\$ 41.5 M	\$ 44.0 M	\$ 43.0 M	\$ 598.9 M
COGS	\$ 28.4 M	\$ 34.7 M	\$ 47.4 M	\$ 49.8 M	\$ 28.4 M	\$ 26.5 M	\$ 28.0 M	\$ 27.7 M	\$ 28.1 M	\$ 26.4 M	\$ 28.0 M	\$ 27.4 M	\$ 380.7 M
GrossMargin	\$ 16.4 M	\$ 19.9 M	\$ 27.0 M	\$ 28.3 M	\$ 16.4 M	\$ 15.3 M	\$ 16.0 M	\$ 15.8 M	\$ 16.3 M	\$ 15.1 M	\$ 16.0 M	\$ 15.6 M	\$ 218.2 M
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

Comparision	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Overall
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%
	Q1			Q2			Q3			Q4			



# AtliQ Hardwares

## FILTERS

region	All
sub_zone	All
FY	2021

## P & L

### for Markets Report

All values are in USD.

Markets	NetSales	COGS	GrossMargin	GM%
Australia	21.0 M	14.1 M	6.9 M	32.9%
Austria	2.8 M	2.0 M	0.9 M	30.1%
Bangladesh	7.0 M	4.5 M	2.4 M	34.5%
Canada	35.1 M	21.7 M	13.4 M	38.2%
China	22.9 M	13.5 M	9.4 M	41.1%
France	25.9 M	14.7 M	11.2 M	43.2%
Germany	12.0 M	8.9 M	3.1 M	26.2%
India	161.3 M	109.7 M	51.6 M	32.0%
Indonesia	18.4 M	11.3 M	7.1 M	38.4%
Italy	11.7 M	8.2 M	3.5 M	30.1%
Japan	7.9 M	4.2 M	3.7 M	46.5%
Netherlands	8.0 M	4.6 M	3.4 M	42.0%
Newzealand	11.4 M	5.9 M	5.5 M	48.2%
Norway	13.7 M	9.6 M	4.0 M	29.5%
Pakistan	5.7 M	3.6 M	2.0 M	36.2%
Philippines	31.9 M	19.4 M	12.5 M	39.1%
Poland	5.2 M	3.0 M	2.2 M	42.6%
Portugal	11.8 M	6.8 M	5.0 M	42.1%
South Korea	49.0 M	31.4 M	17.6 M	35.9%
Spain	12.6 M	8.4 M	4.2 M	33.1%
Sweden	1.8 M	1.1 M	0.7 M	40.2%
United Kingdom	34.2 M	18.7 M	15.4 M	45.1%
USA	87.8 M	55.3 M	32.5 M	37.0%



# AtliQ Hardwares

## FILTERS

FY 2019

## GM%

### by Quarters (sub\_zone) Report

All values are in USD.

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%

## FILTERS

FY 2020

## GM%

### by Quarters (sub\_zone) Report

All values are in USD.

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%



# AtliQ Hardwares

## FILTERS

FY 2021

## GM%

### by Quarters (sub\_zone) Report

All values are in USD.

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%