



# AtliQ Hardware

## FILTERS

region	All
market	All
division	All

**Customer**  
**Net Sales Performance**  
 All values in USD

Customer	2019	2020	2021	21 vs 20
<b>Acclaimed Stores</b>	1.4M	2.9M	10.9M	278.1%
<b>All-Out</b>		0.2M	0.8M	395.7%
<b>Amazon</b>	12.2M	37.5M	82.1M	118.9%
<b>Argos (Sainsbury's)</b>	0.4M	0.7M	2.3M	206.0%
<b>Atlas Stores</b>	0.2M	0.7M	3.2M	370.3%
<b>AtliQ e Store</b>	7.2M	23.7M	53.0M	123.8%
<b>AtliQ Exclusive</b>	9.6M	17.7M	61.1M	245.8%
<b>BestBuy</b>	0.9M	1.8M	6.3M	256.1%
<b>Boulanger</b>	0.2M	0.8M	4.1M	392.9%
<b>Chip 7</b>	0.6M	1.3M	5.5M	316.1%
<b>Chiptec</b>		0.4M	3.0M	622.0%
<b>Control</b>	0.9M	2.2M	7.7M	249.2%
<b>Coolblue</b>	0.5M	1.2M	4.2M	260.0%
<b>Costco</b>	1.1M	2.8M	9.3M	237.4%
<b>Croma</b>	1.7M	2.5M	7.5M	205.1%
<b>Currys (Dixons Carphone)</b>	0.3M	0.8M	1.9M	146.9%
<b>Digimarket</b>	0.8M	1.7M	4.1M	141.1%
<b>Ebay</b>	2.6M	6.3M	15.2M	142.2%
<b>Electricalsara Stores</b>	0.1M	0.6M	1.9M	186.0%
<b>Electricalsbea Stores</b>		0.1M	0.7M	404.6%
<b>Electricalslance Stores</b>	0.1M	0.7M	2.3M	213.3%
<b>Electricalslytical</b>	1.8M	2.6M	11.9M	357.5%
<b>Electricalsociety</b>	2.3M	3.5M	12.4M	258.8%
<b>Electricalsequipo Stores</b>	0.2M	0.7M	3.6M	435.3%
<b>Elite</b>	0.4M	0.8M	4.1M	395.5%

<b>Elkjøp</b>	0.5M	1.3M	5.2M	<div><div></div></div>	291.9%
<b>Epic Stores</b>	0.4M	0.9M	4.2M	<div><div></div></div>	346.1%
<b>Euronics</b>	0.4M	0.9M	3.9M	<div><div></div></div>	344.7%
<b>Expert</b>	0.8M	1.8M	6.4M	<div><div></div></div>	264.0%
<b>Expression</b>	1.7M	3.0M	9.8M	<div><div></div></div>	228.2%
<b>Ezone</b>	1.5M	2.0M	7.9M	<div><div></div></div>	291.6%
<b>Flawless Stores</b>	0.1M	0.5M	1.8M	<div><div></div></div>	296.3%
<b>Flipkart</b>	2.9M	8.3M	19.3M	<div><div></div></div>	131.0%
<b>Fnac-Darty</b>	0.5M	0.8M	2.9M	<div><div></div></div>	249.8%
<b>Forward Stores</b>	0.6M	1.5M	4.1M	<div><div></div></div>	172.0%
<b>Girias</b>	1.5M	2.1M	8.7M	<div><div></div></div>	319.3%
<b>Info Stores</b>	0.1M	0.5M	1.8M	<div><div></div></div>	284.1%
<b>Insight</b>	0.4M	1.0M	2.8M	<div><div></div></div>	171.8%
<b>Integration Stores</b>		0.2M	1.4M	<div><div></div></div>	787.2%
<b>Leader</b>	4.7M	6.0M	18.8M	<div><div></div></div>	214.8%
<b>Logic Stores</b>	0.2M	0.9M	4.8M	<div><div></div></div>	415.2%
<b>Lotus</b>	1.5M	2.1M	8.1M	<div><div></div></div>	282.6%
<b>Neptune</b>	1.0M	3.4M	16.1M	<div><div></div></div>	371.5%
<b>Nomad Stores</b>	0.5M	1.6M	4.0M	<div><div></div></div>	146.9%
<b>Notebillig</b>	0.2M	0.4M	1.1M	<div><div></div></div>	187.4%
<b>Nova</b>		0.0M	0.4M	<div><div></div></div>	2564.9%
<b>Novus</b>	1.9M	3.7M	9.9M	<div><div></div></div>	164.2%
<b>Otto</b>	0.3M	0.4M	1.2M	<div><div></div></div>	198.6%
<b>Premium Stores</b>	0.5M	1.1M	3.9M	<div><div></div></div>	253.1%
<b>Propel</b>	1.6M	2.5M	10.8M	<div><div></div></div>	340.6%
<b>Radio Popular</b>	0.5M	1.5M	5.3M	<div><div></div></div>	262.6%
<b>Radio Shack</b>	0.8M	1.7M	5.4M	<div><div></div></div>	211.5%
<b>Reliance Digital</b>	1.6M	2.6M	9.7M	<div><div></div></div>	277.9%
<b>Relief</b>	0.4M	1.0M	4.1M	<div><div></div></div>	303.6%
<b>Sage</b>	4.8M	6.4M	20.7M	<div><div></div></div>	221.5%
<b>Saturn</b>	0.2M	0.4M	1.2M	<div><div></div></div>	210.5%
<b>Sorefoz</b>	0.6M	1.1M	4.7M	<div><div></div></div>	333.6%
<b>Sound</b>	0.6M	1.7M	4.4M	<div><div></div></div>	160.3%
<b>Staples</b>	1.2M	2.9M	8.8M	<div><div></div></div>	207.0%
<b>Surface Stores</b>	0.1M	0.5M	2.1M	<div><div></div></div>	298.8%
<b>Synthetic</b>	1.9M	4.4M	12.2M	<div><div></div></div>	176.0%
<b>Taobao</b>	0.2M	1.3M	3.3M	<div><div></div></div>	148.7%

<b>UniEuro</b> <b>Vijay Sales</b> <b>Viveks</b> <b>walmart</b> <b>Zone</b>	0.6M	1.6M	7.3M	<div></div>	357.0%
	1.7M	2.1M	8.5M	<div></div>	297.8%
	1.6M	2.2M	7.8M	<div></div>	248.1%
	1.3M	2.6M	9.7M	<div></div>	270.4%
	0.3M	1.6M	5.3M	<div></div>	236.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>		<b>204.5%</b>



## AtliQ Hardware

### FILTERS

region	All
division	All

### Market

#### Performance vs Target

All values are 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%



## AtliQ Hardware

region  
division  
customer

All  
All  
All

### Top 10 Products

All values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Deskt	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%



# AtliQ Hardware

## FILTERS

region | All  
customer | All

## Divison Level Report

All values are in USD

Products	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> 321.5%
PC	40.1M	165.8M	<div><div></div></div> 313.7%
Grand Total	196.7M	598.9M	204.5%



# AtliQ Hardware

## FILTERS

region

All

**New Products - 2021**

division

All

All values are in USD

customer

All

Products	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



**AtliQ Hardware**

**FILTERS**

**region** All  
**customer** All

**Top 5 Country - 2021**

All values are in USD

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





# AtliQ HardWare

## FILTERS

region	All
division	All
customer	All

## Top 5 Products

Products	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

region	All
division	All
customer	All

Products	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



# AtliQ Hardware

## FILTERS

region All  
market All  
customer All  
division All

## P & L

### By Fiscal Years

All values in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%



#### FILTERS

region All  
market All  
division All  
customer All  
FY 2019

#### P & L

#### By Fiscal Months

All values in USD

Metrics	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
Net Sales	25.2M	24.0M	19.2M	19.0M	87.5M
COGS	14.8M	14.1M	11.3M	11.1M	51.2M
Gross Margin	10.5M	9.9M	7.9M	7.9M	36.2M
GM %	41.5%	41.4%	41.2%	41.6%	41.4%

#### FILTERS

region All  
market All  
division All  
customer All  
FY 2020

#### P & L

#### By Fiscal Months

All values in USD

Metrics	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
Net Sales	66.4M	63.0M	19.8M	47.5M	196.7M
COGS	41.5M	39.5M	12.4M	30.0M	123.4M
Gross Margin	24.9M	23.5M	7.4M	17.5M	73.3M
GM %	37.5%	37.3%	37.5%	36.9%	37.3%

#### FILTERS

region All  
market All  
division All  
customer All  
FY 2021

#### P & L

#### By Fiscal Months

All values in USD

Metrics	Quarters				Grand Total
	Q1	Q2	Q3	Q4	
Net Sales	173.8M	164.7M	131.9M	128.6M	598.9M
COGS	110.4M	104.7M	83.8M	81.8M	380.7M
Gross Margin	63.3M	60.0M	48.1M	46.7M	218.2M
GM %	36.5%	36.4%	36.4%	36.4%	36.4%