



Sales Report

Presented By
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AtliQ Hardwares



FILTERS

region	All
market	All
division	All

Customer Net sales Performance

All Values in USD

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4 M	2.9 M	10.9 M	278.1%
All-Out		0.2 M	0.8 M	395.7%
Amazon	12.2 M	37.5 M	82.1 M	118.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	206.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	370.3%
AtliQ e Store	7.2 M	23.7 M	53.0 M	123.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	245.8%
BestBuy	0.9 M	1.8 M	6.3 M	256.1%
Boulangier	0.2 M	0.8 M	4.1 M	392.9%
Chip 7	0.6 M	1.3 M	5.5 M	316.1%
Chiptec		0.4 M	3.0 M	622.0%
Control	0.9 M	2.2 M	7.7 M	249.2%
Coolblue	0.5 M	1.2 M	4.2 M	260.0%
Costco	1.1 M	2.8 M	9.3 M	237.4%
Croma	1.7 M	2.5 M	7.5 M	205.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	146.9%
Digimarket	0.8 M	1.7 M	4.1 M	141.1%

Ebay	2.6 M	6.3 M	15.2 M	<div><div></div></div>	142.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	<div><div></div></div>	186.0%
Electricalsbea Stores		0.1 M	0.7 M	<div><div></div></div>	404.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	<div><div></div></div>	213.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	<div><div></div></div>	357.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	<div><div></div></div>	258.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	<div><div></div></div>	435.3%
Elite	0.4 M	0.8 M	4.1 M	<div><div></div></div>	395.5%
Elkjøp	0.5 M	1.3 M	5.2 M	<div><div></div></div>	291.9%
Epic Stores	0.4 M	0.9 M	4.2 M	<div><div></div></div>	346.1%
Euronics	0.4 M	0.9 M	3.9 M	<div><div></div></div>	344.7%
Expert	0.8 M	1.8 M	6.4 M	<div><div></div></div>	264.0%
Expression	1.7 M	3.0 M	9.8 M	<div><div></div></div>	228.2%
Ezone	1.5 M	2.0 M	7.9 M	<div><div></div></div>	291.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	<div><div></div></div>	296.3%
Flipkart	2.9 M	8.3 M	19.3 M	<div><div></div></div>	131.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	<div><div></div></div>	249.8%
Forward Stores	0.6 M	1.5 M	4.1 M	<div><div></div></div>	172.0%
Girias	1.5 M	2.1 M	8.7 M	<div><div></div></div>	319.3%
Info Stores	0.1 M	0.5 M	1.8 M	<div><div></div></div>	284.1%
Insight	0.4 M	1.0 M	2.8 M	<div><div></div></div>	171.8%
Integration Stores		0.2 M	1.4 M	<div><div></div></div>	787.2%
Leader	4.7 M	6.0 M	18.8 M	<div><div></div></div>	214.8%

Logic Stores	0.2 M	0.9 M	4.8 M	<div></div> 415.2%
Lotus	1.5 M	2.1 M	8.1 M	<div></div> 282.6%
Neptune	1.0 M	3.4 M	16.1 M	<div></div> 371.5%
Nomad Stores	0.5 M	1.6 M	4.0 M	<div></div> 146.9%
Notebillig	0.2 M	0.4 M	1.1 M	<div></div> 187.4%
Nova		0.0 M	0.4 M	<div></div> 2564.9%
Novus	1.9 M	3.7 M	9.9 M	<div></div> 164.2%
Otto	0.3 M	0.4 M	1.2 M	<div></div> 198.6%
Premium Stores	0.5 M	1.1 M	3.9 M	<div></div> 253.1%
Propel	1.6 M	2.5 M	10.8 M	<div></div> 340.6%
Radio Popular	0.5 M	1.5 M	5.3 M	<div></div> 262.6%
Radio Shack	0.8 M	1.7 M	5.4 M	<div></div> 211.5%
Reliance Digital	1.6 M	2.6 M	9.7 M	<div></div> 277.9%
Relief	0.4 M	1.0 M	4.1 M	<div></div> 303.6%
Sage	4.8 M	6.4 M	20.7 M	<div></div> 221.5%
Saturn	0.2 M	0.4 M	1.2 M	<div></div> 210.5%
Sorefoz	0.6 M	1.1 M	4.7 M	<div></div> 333.6%
Sound	0.6 M	1.7 M	4.4 M	<div></div> 160.3%
Staples	1.2 M	2.9 M	8.8 M	<div></div> 207.0%
Surface Stores	0.1 M	0.5 M	2.1 M	<div></div> 298.8%
Synthetic	1.9 M	4.4 M	12.2 M	<div></div> 176.0%
Taobao	0.2 M	1.3 M	3.3 M	<div></div> 148.7%
UniEuro	0.6 M	1.6 M	7.3 M	<div></div> 357.0%
Vijay Sales	1.7 M	2.1 M	8.5 M	<div></div> 297.8%
Viveks	1.6 M	2.2 M	7.8 M	<div></div> 248.1%
walmart	1.3 M	2.6 M	9.7 M	<div></div> 270.4%
Zone	0.3 M	1.6 M	5.3 M	<div></div> 236.2%
Grand Total	87.5 M	196.7 M	598.9 M	204.5%

**FILTERS**

region	All
division	All

Market**Performance vs Target**

All Values in USD

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



FILTERS

region	All
customer	All

Division Level Report

All Values in USD

Division	2020	2021	21 vs 20
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
division	All
customer	All

Top 10 Products

All Values in USD

Product	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0 M	19.4 M	541.3%
AQ GT 21	0.8 M	4.4 M	461.1%
AQ Home Allin1	0.7 M	5.2 M	669.0%
AQ LION x1	0.0 M	0.8 M	1619.5%
AQ LION x2	0.1 M	0.9 M	1668.9%
AQ LION x3	0.1 M	1.2 M	1692.3%
AQ Mx NB	0.0 M	1.4 M	5623.5%
AQ Pen Drive DRC	0.6 M	3.8 M	487.7%
AQ Smash 2	0.4 M	11.2 M	2489.5%
AQ Zion Saga	0.7 M	3.6 M	428.5%
Grand Total	6.4 M	52.0 M	708.0%



FILTERS

region	All
division	All
customer	All

Product	Qty Sold
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 Ms	4.1 M
Grand Total	19.0 M

Top 5 Products

All Values in USD

AtliQ Hardwares



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region	All	<div></div>
division	All	<div></div>
customer	All	<div></div>

Product	Qty Sold
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

Bottom 5 Products

All Values in USD



FILTERS

region	All
division	All
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New Products -2021

All Values in USD

Product	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
Grand Total	176.2 M



FILTERS

region	All
customer	All

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

Top 5 Country - 2021

All Values in USD