



**AtliQ Hardware**

## Filters

Region	All
Market	All
Division	All

## Customer Net Sales Performance

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	278.08%
All-Out		0.2M	0.8M	395.70%
Amazon	12.2M	37.5M	82.1M	118.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	205.98%
Atlas Stores	0.2M	0.7M	3.2M	370.34%
Atliq e Store	7.2M	23.7M	53.0M	123.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	245.77%
BestBuy	0.9M	1.8M	6.3M	256.08%
Boulanger	0.2M	0.8M	4.1M	392.93%
Chip 7	0.6M	1.3M	5.5M	316.07%
Chiptec		0.4M	3.0M	622.03%
Control	0.9M	2.2M	7.7M	249.23%
Coolblue	0.5M	1.2M	4.2M	260.00%
Costco	1.1M	2.8M	9.3M	237.37%
Croma	1.7M	2.5M	7.5M	205.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	146.94%
Digimarket	0.8M	1.7M	4.1M	141.05%
Ebay	2.6M	6.3M	15.2M	142.16%
Electricalsara Stores	0.1M	0.6M	1.9M	185.96%
Electricalsbea Stores		0.1M	0.7M	404.64%
Electricalslance Stores	0.1M	0.7M	2.3M	213.34%
Electricalslytical	1.8M	2.6M	11.9M	357.50%
Electricalsocity	2.3M	3.5M	12.4M	258.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	435.32%
Elite	0.4M	0.8M	4.1M	395.52%
Elkjøp	0.5M	1.3M	5.2M	291.90%
Epic Stores	0.4M	0.9M	4.2M	346.06%
Euronics	0.4M	0.9M	3.9M	344.67%
Expert	0.8M	1.8M	6.4M	263.98%
Expression	1.7M	3.0M	9.8M	228.24%
Ezone	1.5M	2.0M	7.9M	291.62%
Flawless Stores	0.1M	0.5M	1.8M	296.28%
Flipkart	2.9M	8.3M	19.3M	131.03%
Fnac-Darty	0.5M	0.8M	2.9M	249.77%
Forward Stores	0.6M	1.5M	4.1M	171.97%
Girias	1.5M	2.1M	8.7M	319.29%
Info Stores	0.1M	0.5M	1.8M	284.09%
Insight	0.4M	1.0M	2.8M	171.84%
Integration Stores		0.2M	1.4M	787.19%
Leader	4.7M	6.0M	18.8M	214.81%

# AtliQ Hardwares



Logic Stores	0.2M	0.9M	4.8M	415.17%
Lotus	1.5M	2.1M	8.1M	282.61%
Neptune	1.0M	3.4M	16.1M	371.50%
Nomad Stores	0.5M	1.6M	4.0M	146.89%
Notebillig	0.2M	0.4M	1.1M	187.39%
Nova		0.0M	0.4M	2564.92%
Novus	1.9M	3.7M	9.9M	164.20%
Otto	0.3M	0.4M	1.2M	198.58%
Premium Stores	0.5M	1.1M	3.9M	253.09%
Propel	1.6M	2.5M	10.8M	340.64%
Radio Popular	0.5M	1.5M	5.3M	262.56%
Radio Shack	0.8M	1.7M	5.4M	211.51%
Reliance Digital	1.6M	2.6M	9.7M	277.90%
Relief	0.4M	1.0M	4.1M	303.57%
Sage	4.8M	6.4M	20.7M	221.52%
Saturn	0.2M	0.4M	1.2M	210.46%
Sorefoz	0.6M	1.1M	4.7M	333.63%
Sound	0.6M	1.7M	4.4M	160.26%
Staples	1.2M	2.9M	8.8M	206.95%
Surface Stores	0.1M	0.5M	2.1M	298.80%
Synthetic	1.9M	4.4M	12.2M	175.98%
Taobao	0.2M	1.3M	3.3M	148.66%
UniEuro	0.6M	1.6M	7.3M	357.03%
Vijay Sales	1.7M	2.1M	8.5M	297.78%
Viveks	1.6M	2.2M	7.8M	248.10%
walmart	1.3M	2.6M	9.7M	270.45%
Zone	0.3M	1.6M	5.3M	236.20%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>204.48%</b>

## Filters

Region All  
Division All

## Market Net Sales Vs Target

Market	2021	Target	Target Remaining %
Australia	21.0M	23.2M	-9.5%
Austria	2.8M	3.2M	-10.5%
Bangladesh	7.0M	7.7M	-9.3%
Canada	35.1M	40.1M	-12.6%
China	22.9M	25.0M	-8.3%
France	25.9M	28.1M	-7.8%
Germany	12.0M	13.5M	-11.3%
India	161.3M	170.8M	-5.6%
Indonesia	18.4M	20.8M	-11.5%
Italy	11.7M	12.8M	-8.2%
Japan	7.9M	8.2M	-4.0%
Netherlands	8.0M	8.6M	-7.6%
Newzealand	11.4M	12.8M	-11.0%
Norway	13.7M	15.1M	-9.5%
Pakistan	5.7M	6.2M	-8.5%
Philippines	31.9M	34.4M	-7.3%
Poland	5.2M	6.1M	-15.3%
Portugal	11.8M	12.3M	-4.1%
South Korea	49.0M	53.3M	-8.2%
Spain	12.6M	14.4M	-12.4%
Sweden	1.8M	2.0M	-10.0%
United Kingdom	34.2M	37.1M	-8.0%
USA	87.8M	98.0M	-10.4%
<b>Grand Total</b>	<b>598.9M</b>	<b>653.8M</b>	<b>-8.4%</b>

## Top 10 Products Based on Net Sales From 2020 to 2021

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

## Bottom 10 Products Based on Net Sales From 2020 to 2021

Products	2020	2021	21 vs 20
AQ Aspiron	4.2M	4.5M	9.18%
AQ Clx1	8.1M	11.0M	36.94%
AQ Digit SSD	6.4M	8.8M	37.75%
AQ Master wired x1 Ms	2.7M	4.2M	58.63%
AQ Mforce Gen X	2.4M	1.5M	-38.75%
AQ Neuer SSD	7.5M	10.6M	42.25%
AQ Pen Drive 2 IN 1	1.0M	1.5M	51.67%
AQ WereWolf NAS Internal Hard Drive HDD - 8.89 cm	2.1M	3.3M	57.89%
AQ Wi Power Dx1	11.3M	11.8M	4.38%
AQ Wi Power Dx2	13.7M	13.9M	1.43%



# AtliQ Hardwares

**Filters**

Region	All
Market	All
Division	All
customer	All
Fiscal Year	2019

**P & L**  
**By Fiscal Months**

Metrics	Quarter Q1			Q2			Q3			Q4			Grand Total	
	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
Gross Margin %	40.87%	41.97%		41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

**Filters**

Region	All
Market	All
Division	All
customer	All
Fiscal Year	2020

**P & L**  
**By Fiscal Months**

	Quarter Q1			Q2			Q3			Q4			Grand Total	
Metrics	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
Gross Margin %	37.77%	37.78%		37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

**Filters**

Region	All
Market	All
Division	All
customer	All
Fiscal Year	2021

**P & L**  
**By Fiscal Months**

	Quarter Q1			Q2		Q3		Q4			Grand Total			
Metrics	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
Gross Margin %	36.65%	36.52%		36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

**Net Sales**

**Comparison**

<b>21 vs 20</b>	162.06%	164.68%		159.10%	161.05%	161.40%	162.49%	1981.59%	461.21%	347.02%	178.64%	173.93%	160.31%	204.48%
<b>20 vs 19</b>	164.63%	156.58%		167.27%	161.45%	162.75%	162.02%	-67.07%	22.73%	53.05%	140.65%	148.00%	162.03%	124.85%



Filters

Region	All
Market	All
Division	All
customer	All

P & L  
BY Fiscal Year

Metrics	Fiscal Year			21 vs 20
	2019	2020	2021	
Net Sales	87.5M	196.7M	598.9M	204.48%
COGS	51.2M	123.4M	380.7M	208.59%
Gross Margin	36.2M	73.3M	218.2M	197.55%
Gross Margin %	41.43%	37.28%	36.43%	-2.27%

## Filters

Region All  
Market All  
customer All

**P & L Of Division**  
**BY Fiscal Year**

Metrics	Fiscal Year			21 vs 20
	2019	2020	2021	
Net Sales				
N & S	30.0M	51.4M	94.7M	84.38%
P & A	40.1M	105.2M	338.4M	221.53%
PC	17.4M	40.1M	165.8M	313.70%
COGS				
N & S	17.8M	32.5M	59.9M	84.71%
P & A	23.3M	65.9M	215.2M	226.73%
PC	10.2M	25.1M	105.6M	321.37%
Gross Margin				
N & S	12.2M	18.9M	34.8M	83.81%
P & A	16.8M	39.4M	123.2M	212.84%
PC	7.2M	15.0M	60.2M	300.88%
Gross Margin %				
N & S	40.73%	36.83%	36.72%	-0.31%
P & A	41.92%	37.43%	36.42%	-2.70%
PC	41.49%	37.45%	36.29%	-3.10%



