

AtliQ Hardware

FILTERS

region

All

market

All

division

All

Customer

Net Sales Performance

All Values in USD

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.42M	2.89M	10.92M	378.1%
All-Out		0.16M	0.81M	495.7%
Amazon	12.17M	37.51M	82.09M	218.9%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	306.0%
Atlas Stores	0.18M	0.67M	3.17M	470.3%
AtliQ e Store	7.18M	23.67M	52.98M	223.8%
AtliQ Exclusive	9.58M	17.68M	61.12M	345.8%
BestBuy	0.85M	1.77M	6.31M	356.1%
Boulangier	0.24M	0.83M	4.07M	492.9%
Chip 7	0.60M	1.32M	5.51M	416.1%
Chiptec		0.42M	3.02M	722.0%
Control	0.91M	2.20M	7.67M	349.2%
Coolblue	0.46M	1.18M	4.25M	360.0%
Costco	1.14M	2.75M	9.29M	337.4%
Croma	1.67M	2.47M	7.55M	305.1%
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	246.9%
Digimarket	0.80M	1.72M	4.14M	241.1%
Ebay	2.61M	6.27M	15.17M	242.2%
Electricalsara Stores	0.12M	0.65M	1.85M	286.0%
Electricalsbea Stores		0.14M	0.72M	504.6%
Electricalslance Stores	0.10M	0.75M	2.35M	313.3%
Electricalslytical	1.80M	2.61M	11.94M	457.5%
Electricalsocity	2.34M	3.46M	12.42M	358.8%
Electricalsquipo Stores	0.18M	0.68M	3.64M	535.3%
Elite	0.42M	0.83M	4.13M	495.5%
Elkj�p	0.46M	1.32M	5.16M	391.9%
Epic Stores	0.41M	0.94M	4.19M	446.1%
Euronics	0.36M	0.88M	3.90M	444.7%
Expert	0.79M	1.77M	6.43M	364.0%
Expression	1.65M	2.99M	9.82M	328.2%
Ezone	1.53M	2.02M	7.92M	391.6%
Flawless Stores	0.07M	0.46M	1.81M	396.3%
Flipkart	2.94M	8.35M	19.29M	231.0%
Fnac-Darty	0.54M	0.82M	2.87M	349.8%
Forward Stores	0.56M	1.50M	4.07M	272.0%
Girias	1.55M	2.07M	8.67M	419.3%
Info Stores	0.07M	0.48M	1.84M	384.1%
Insight	0.42M	1.01M	2.76M	271.8%
Integration Stores		0.16M	1.44M	887.2%

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Leader	4.68M	5.97M	18.80M	314.8%
Logic Stores	0.17M	0.93M	4.81M	515.2%
Lotus	1.48M	2.11M	8.09M	382.6%
Neptune	0.99M	3.42M	16.11M	471.5%
Nomad Stores	0.53M	1.63M	4.02M	246.9%
Notebillig	0.25M	0.39M	1.12M	287.4%
Nova		0.01M	0.35M	2664.9%
Novus	1.87M	3.73M	9.85M	264.2%
Otto	0.26M	0.40M	1.20M	298.6%
Premium Stores	0.46M	1.10M	3.88M	353.1%
Propel	1.59M	2.46M	10.83M	440.6%
Radio Popular	0.51M	1.45M	5.27M	362.6%
Radio Shack	0.81M	1.75M	5.44M	311.5%
Reliance Digital	1.62M	2.57M	9.73M	377.9%
Relief	0.39M	1.01M	4.06M	403.6%
Sage	4.83M	6.44M	20.70M	321.5%
Saturn	0.23M	0.38M	1.19M	310.5%
Sorefoz	0.55M	1.07M	4.66M	433.6%
Sound	0.56M	1.67M	4.36M	260.3%
Staples	1.24M	2.85M	8.75M	307.0%
Surface Stores	0.09M	0.53M	2.12M	398.8%
Synthetic	1.89M	4.42M	12.19M	276.0%
Taobao	0.22M	1.33M	3.30M	248.7%
UniEuro	0.60M	1.61M	7.35M	457.0%
Vijay Sales	1.73M	2.15M	8.53M	397.8%
Viveks	1.55M	2.24M	7.78M	348.1%
walmart	1.26M	2.63M	9.73M	370.4%
Zone	0.34M	1.56M	5.26M	336.2%
Grand Total	87.48M	196.69M	598.88M	304.5%

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region All
division All

Market Performance

v/s Target

All values in USD



Country	2019	2020	2021	2021 - Target	%
Australia	3.88M	10.70M	20.99M	-2.21M	-10.54%
Austria		0.12M	2.84M	-0.33M	-11.74%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-10.31%
Canada	4.76M	12.17M	35.06M	-5.07M	-14.45%
China	1.43M	5.42M	22.89M	-2.07M	-9.03%
France	4.04M	7.47M	25.94M	-2.19M	-8.44%
Germany	2.56M	4.69M	12.01M	-1.53M	-12.72%
India	30.82M	49.77M	161.26M	-9.55M	-5.92%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-12.93%
Italy	2.90M	4.46M	11.72M	-1.05M	-8.96%
Japan		1.88M	7.92M	-0.33M	-4.12%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-8.22%
Newzealand		1.99M	11.40M	-1.40M	-12.30%
Norway		2.48M	13.68M	-1.44M	-10.50%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-9.27%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.84%
Poland	0.41M	2.79M	5.19M	-0.94M	-18.13%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.29%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.91%
Spain		1.77M	12.62M	-1.79M	-14.15%
Sweden	0.05M	0.23M	1.77M	-0.20M	-11.11%
United Kingdom	2.00M	8.08M	34.15M	-2.98M	-8.72%
USA	11.53M	31.92M	87.78M	-10.24M	-11.66%
Grand Total	87.48M	196.69M	598.88M	-54.94M	-9.17%



Top 10 Products

region

All

All values in USD

division

All

customer

All

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.26%
AQ GT 21	0.8M	4.4M	561.14%
AQ Home Allin1	0.7M	5.2M	768.99%
AQ LION x1	0.0M	0.8M	1719.49%
AQ LION x2	0.1M	0.9M	1768.87%
AQ LION x3	0.1M	1.2M	1792.25%
AQ Mx NB	0.0M	1.4M	5723.52%
AQ Pen Drive DRC	0.6M	3.8M	587.66%
AQ Smash 2	0.4M	11.2M	2589.49%
AQ Zion Saga	0.7M	3.6M	528.55%
Grand Total	6.4M	52.0M	808.04%



Division Level Report

All values in USD

Filters

region	All
customer	All

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	184.4%
P & A	105.2M	338.4M	321.5%
PC	40.1M	165.8M	413.7%
Grand Total	196.7M	598.9M	304.5%



region	All
division	All
customer	All

Products	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
Grand Total	19.0M

Top 5 Products

region	All
division	All
customer	All

Products	Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
Grand Total	175K

Bottom 5 Products



New Product - 2021

region	All	All values in USD
division	All	
customer	All	

Products	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



Top 5 Country - 2021

region	All	All values in USD
division	All	
customer	All	

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