

# AtliQ Hardware



FILTER		Customer Net Sales Performance			
region	All	All Values In USD			
market	All				
division	All				

Customer	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Atliq e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsociety	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%
Insight	0.4M	1.0M	2.8M	271.84%
Integration Stores		0.2M	1.4M	887.19%
Leader	4.7M	6.0M	18.8M	314.81%
Logic Stores	0.2M	0.9M	4.8M	515.17%

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Lotus	1.5M	2.1M	8.1M	<div style="width: 8.1%; background-color: #f0e68c;"></div>	382.61%
Neptune	1.0M	3.4M	16.1M	<div style="width: 16.1%; background-color: #ffcc00;"></div>	471.50%
Nomad Stores	0.5M	1.6M	4.0M	<div style="width: 4.0%; background-color: #ffd700;"></div>	246.89%
Notebillig	0.2M	0.4M	1.1M	<div style="width: 1.1%; background-color: #ffcc00;"></div>	287.39%
Nova		0.0M	0.4M	<div style="width: 0.4%; background-color: #ffcc00;"></div>	2664.92%
Novus	1.9M	3.7M	9.9M	<div style="width: 9.9%; background-color: #ffcc00;"></div>	264.20%
Otto	0.3M	0.4M	1.2M	<div style="width: 1.2%; background-color: #ffcc00;"></div>	298.58%
Premium Stores	0.5M	1.1M	3.9M	<div style="width: 3.9%; background-color: #ffcc00;"></div>	353.09%
Propel	1.6M	2.5M	10.8M	<div style="width: 10.8%; background-color: #ffcc00;"></div>	440.64%
Radio Popular	0.5M	1.5M	5.3M	<div style="width: 5.3%; background-color: #ffcc00;"></div>	362.56%
Radio Shack	0.8M	1.7M	5.4M	<div style="width: 5.4%; background-color: #ffcc00;"></div>	311.51%
Reliance Digital	1.6M	2.6M	9.7M	<div style="width: 9.7%; background-color: #ffcc00;"></div>	377.90%
Relief	0.4M	1.0M	4.1M	<div style="width: 4.1%; background-color: #ffcc00;"></div>	403.57%
Sage	4.8M	6.4M	20.7M	<div style="width: 20.7%; background-color: #ffcc00;"></div>	321.52%
Saturn	0.2M	0.4M	1.2M	<div style="width: 1.2%; background-color: #ffcc00;"></div>	310.46%
Sorefoz	0.6M	1.1M	4.7M	<div style="width: 4.7%; background-color: #ffcc00;"></div>	433.63%
Sound	0.6M	1.7M	4.4M	<div style="width: 4.4%; background-color: #ffcc00;"></div>	260.26%
Staples	1.2M	2.9M	8.8M	<div style="width: 8.8%; background-color: #ffcc00;"></div>	306.95%
Surface Stores	0.1M	0.5M	2.1M	<div style="width: 2.1%; background-color: #ffcc00;"></div>	398.80%
Synthetic	1.9M	4.4M	12.2M	<div style="width: 12.2%; background-color: #ffcc00;"></div>	275.98%
Taobao	0.2M	1.3M	3.3M	<div style="width: 3.3%; background-color: #ffcc00;"></div>	248.66%
UniEuro	0.6M	1.6M	7.3M	<div style="width: 7.3%; background-color: #ffcc00;"></div>	457.03%
Vijay Sales	1.7M	2.1M	8.5M	<div style="width: 8.5%; background-color: #ffcc00;"></div>	397.78%
Viveks	1.6M	2.2M	7.8M	<div style="width: 7.8%; background-color: #ffcc00;"></div>	348.10%
walmart	1.3M	2.6M	9.7M	<div style="width: 9.7%; background-color: #ffcc00;"></div>	370.45%
Zone	0.3M	1.6M	5.3M	<div style="width: 5.3%; background-color: #ffcc00;"></div>	336.20%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.48%</b>	

# AtliQ Hardware



FILTER

region  
division

All  
All

**Market**  
**Performance VS Target**  
All Values In USD

Customer	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-9.54%
Austria		0.1M	2.8M	-0.3M	-10.50%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.35%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.63%
China	1.4M	5.4M	22.9M	-2.1M	-8.28%
France	4.0M	7.5M	25.9M	-2.2M	-7.78%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.29%
India	30.8M	49.8M	161.3M	-9.6M	-5.59%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.45%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.22%
Japan		1.9M	7.9M	-0.3M	-3.96%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.59%
Newzealand		2.0M	11.4M	-1.4M	-10.95%
Norway		2.5M	13.7M	-1.4M	-9.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.48%
Philiphines	5.7M	13.4M	31.9M	-2.5M	-7.27%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.35%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.12%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.18%
Spain		1.8M	12.6M	-1.8M	-12.39%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.00%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.02%
USA	11.5M	31.9M	87.8M	-10.2M	-10.44%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-8.40%</b>

**FILTER**

region All  
division All

**TOP 5 COUNTRIES****Net Sales 2021**

All Values In USD

Country	2021	2021 vs 2020
Canada	35.1M	288.06%
India	161.3M	324.02%
South Korea	49.0M	283.31%
United Kingdom	34.2M	422.73%
USA	87.8M	274.99%
<b>Grand Total</b>	<b>367.2M</b>	<b>308.01%</b>

# AtliQ Hardware



## FILTER

region	All
market	All
division	All

## TOP 10 PRODUCTS

All Values In USD

Customer	2020	2021	2021 vs 2020
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%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>808.04%</b>

# AtliQ Hardware



FILTER

region All  
market All

## Divisional Level Report

All Values In USD

Customer	2019	2020	2021	2021 vs 2020
N & S	30.0M	51.4M	94.7M	184.38%
P & A	40.1M	105.2M	338.4M	321.53%
PC	17.4M	40.1M	165.8M	413.70%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.48%</b>

# AtliQ Hardware



## FILTER

region All  
market All  
division All

## TOP 5 PRODUCTS

Product	Sum of Qty
AQ Gamers	3376565
AQ Gamers Ms	3975074
AQ Master wired x1 Ms	4151008
AQ Master wireless x1	3371170
AQ Master wireless x1 M	4126295
<b>Grand Total</b>	<b>19000112</b>

## BOTTOM 5 PRODUCTS

## FILTER

region All  
market All  
division All

Product	Sum of Qty
AQ Gamer 1	51721
AQ GEN Z	63059
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854
AQ Smash 2	36029
<b>Grand Total</b>	<b>174887</b>

# AtliQ Hardware



## FILTER

region	All
market	All
division	All

**NEW PRODUCT 2021**

All Values In USD

Product	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
<b>Grand Total</b>		<b>176.2M</b>



## FILTER

region All  
customer All  
market All  
division All

## P & L By Fiscal Year

All values in USD

Fiscal Year

Values	2019	2020	2021	2021 VS 2020
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 %	41.43%	37.28%	36.43%	-2.3%



FILTER	
region	All
customer	All
market	All
division	All
FY	2019

**P&L**  
**By Fiscal Month**

All values in USD

Metrix	Qarters											
	Q1			Q2				Q3			Q4	
	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
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
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
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%

FILTER	
region	All
customer	All
market	All
division	All
FY	2020

**P&L**  
**By Fiscal Month**

All values in USD

Metrix	Qarters											
	Q1			Q2				Q3			Q4	
	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
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
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
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%

FILTER	
region	All
customer	All
market	All
division	All
FY	2021

**P&L**  
**By Fiscal Month**

All values in USD

Metrix	Qarters											
	Q1			Q2				Q3			Q4	
	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
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
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
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%

Net Sales Comparision												
21 vs 20	162%	165%	159%	161%	161%	162%	1982%	461%	347%	179%	174%	160%
20 vs 19	165%	157%	167%	161%	163%	162%	-67%	23%	53%	141%	148%	162%



**FITLER**

**GM %  
BY Quarters**

FY

2019

All values in USD

GM % Qauters

Customer	Q1	Q2	Q3	Q4
ANZ	42.98%	42.20%	42.59%	42.46%
India	42.54%	42.25%	42.04%	42.54%
NA	35.15%	35.42%	35.36%	35.72%
NE	36.59%	37.01%	36.54%	36.56%
ROA	44.51%	44.35%	44.05%	44.48%
SE	44.52%	44.05%	44.01%	44.16%

**FITLER**

**P&L  
By Fiscal Month**

FY

2020

All values in USD

GM % Qauters

Customer	Q1	Q2	Q3	Q4
ANZ	43.34%	43.04%	42.77%	41.79%
India	32.35%	32.13%	32.44%	32.03%
NA	39.87%	40.06%	39.11%	39.67%
NE	37.65%	37.84%	38.51%	37.74%
ROA	38.41%	38.29%	38.78%	37.69%
SE	38.46%	37.28%	38.16%	37.78%

**FITLER**

**P&L  
By Fiscal Month**

FY

2021

All values in USD

GM % Qauters

Customer	Q1	Q2	Q3	Q4
ANZ	38.99%	37.85%	38.27%	38.00%
India	32.27%	31.81%	31.92%	31.97%
NA	37.10%	37.45%	37.47%	37.39%
NE	37.88%	38.72%	38.25%	38.31%
ROA	38.48%	38.44%	38.12%	38.12%
SE	38.64%	38.29%	38.60%	38.48%



FILTER

region	All
sub_zone	All
FY	2021

**P&L**  
**For Market**

All values in USD

Customer	Net Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.92%
Austria	2.8M	2.0M	0.9M	30.11%
Bangladesh	7.0M	4.5M	2.4M	34.54%
Canada	35.1M	21.7M	13.4M	38.21%
China	22.9M	13.5M	9.4M	41.07%
France	25.9M	14.7M	11.2M	43.24%
Germany	12.0M	8.9M	3.1M	26.18%
India	161.3M	109.7M	51.6M	32.00%
Indonesia	18.4M	11.3M	7.1M	38.41%
Italy	11.7M	8.2M	3.5M	30.13%
Japan	7.9M	4.2M	3.7M	46.52%
Netherlands	8.0M	4.6M	3.4M	42.03%
Newzealand	11.4M	5.9M	5.5M	48.23%
Norway	13.7M	9.6M	4.0M	29.48%
Pakistan	5.7M	3.6M	2.0M	36.18%
Philippines	31.9M	19.4M	12.5M	39.09%
Poland	5.2M	3.0M	2.2M	42.56%
Portugal	11.8M	6.8M	5.0M	42.13%
South Korea	49.0M	31.4M	17.6M	35.92%
Spain	12.6M	8.4M	4.2M	33.13%
Sweden	1.8M	1.1M	0.7M	40.22%
United Kingdom	34.2M	18.7M	15.4M	45.13%
USA	87.8M	55.3M	32.5M	36.99%