

**Filters**

region	All
division	All
market	All
FY	2019

0

P&L**By Fiscal Months****Quarters****Q1****Q2**

Values	Sep	Oct	Nov	Dec	Jan
net sales	6.5M	8.0M	10.7M	11.4M	6.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M
Gross Margin %	40.87%	41.97%	41.49%	41.39%	40.87%

Filters

region	All
division	All
market	All
FY	2020

P&L**By Fiscal Months****Quarters****Q1****Q2**

Values	Sep	Oct	Nov	Dec	Jan
net sales	17.1M	20.6M	28.7M	29.9M	17.1M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M
Gross Margin %	37.77%	37.78%	37.04%	36.81%	37.75%

Filters

region	All
division	All
market	All
FY	2021

P&L**By Fiscal Months****Quarters****Q1****Q2**

Values	Sep	Oct	Nov	Dec	Jan
net sales	44.8M	54.6M	74.3M	78.1M	44.8M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M
Gross Margin %	36.65%	36.52%	36.29%	36.26%	36.68%



Net Sales Comparision

21vs20

	162.06%	164.68%	159.10%	161.05%	161.40%
20vs19	164.63%	156.58%	167.27%	161.45%	162.75%

20vs19

Atliq Hardware



AtliQ Hardwares

FILTERS

region	All
market	All
division	All

Customer Net Sales Performance

Row Labels	2019	2020	2021	20 vs 21
Acclaimed Stores	1.4M	2.9M	10.9M	378%
All-Out		0.2M	0.8M	496%
Amazon	12.2M	37.5M	82.1M	219%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306%
Atlas Stores	0.2M	0.7M	3.2M	470%
Atliq e Store	7.2M	23.7M	53.0M	224%
AtliQ Exclusive	9.6M	17.7M	61.1M	346%
BestBuy	0.9M	1.8M	6.3M	356%
Boulanger	0.2M	0.8M	4.1M	493%
Chip 7	0.6M	1.3M	5.5M	416%
Chiptec		0.4M	3.0M	722%
Control	0.9M	2.2M	7.7M	349%
Coolblue	0.5M	1.2M	4.2M	360%
Costco	1.1M	2.8M	9.3M	337%
Croma	1.7M	2.5M	7.5M	305%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	247%
Digimarket	0.8M	1.7M	4.1M	241%
Ebay	2.6M	6.3M	15.2M	242%
Electricalsara Stores	0.1M	0.6M	1.9M	286%
Electricalsbea Stores		0.1M	0.7M	505%
Electricalslance Stores	0.1M	0.7M	2.3M	313%
Electricalslytical	1.8M	2.6M	11.9M	457%
Electricalsociety	2.3M	3.5M	12.4M	359%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535%
Elite	0.4M	0.8M	4.1M	496%
Elkjøp	0.5M	1.3M	5.2M	392%
Epic Stores	0.4M	0.9M	4.2M	446%
Euronics	0.4M	0.9M	3.9M	445%
Expert	0.8M	1.8M	6.4M	364%
Expression	1.7M	3.0M	9.8M	328%
Ezone	1.5M	2.0M	7.9M	392%
Flawless Stores	0.1M	0.5M	1.8M	396%
Flipkart	2.9M	8.3M	19.3M	231%
Fnac-Darty	0.5M	0.8M	2.9M	350%
Forward Stores	0.6M	1.5M	4.1M	272%
Girias	1.5M	2.1M	8.7M	419%
Info Stores	0.1M	0.5M	1.8M	384%
Insight	0.4M	1.0M	2.8M	272%
Integration Stores		0.2M	1.4M	887%

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Leader	4.7M	6.0M	18.8M	315%
Logic Stores	0.2M	0.9M	4.8M	515%
Lotus	1.5M	2.1M	8.1M	383%
Neptune	1.0M	3.4M	16.1M	471%
Nomad Stores	0.5M	1.6M	4.0M	247%
Notebillig	0.2M	0.4M	1.1M	287%
Nova		0.0M	0.4M	2665%
Novus	1.9M	3.7M	9.9M	264%
Otto	0.3M	0.4M	1.2M	299%
Premium Stores	0.5M	1.1M	3.9M	353%
Propel	1.6M	2.5M	10.8M	441%
Radio Popular	0.5M	1.5M	5.3M	363%
Radio Shack	0.8M	1.7M	5.4M	312%
Reliance Digital	1.6M	2.6M	9.7M	378%
Relief	0.4M	1.0M	4.1M	404%
Sage	4.8M	6.4M	20.7M	322%
Saturn	0.2M	0.4M	1.2M	310%
Sorefoz	0.6M	1.1M	4.7M	434%
Sound	0.6M	1.7M	4.4M	260%
Staples	1.2M	2.9M	8.8M	307%
Surface Stores	0.1M	0.5M	2.1M	399%
Synthetic	1.9M	4.4M	12.2M	276%
Taobao	0.2M	1.3M	3.3M	249%
UniEuro	0.6M	1.6M	7.3M	457%
Vijay Sales	1.7M	2.1M	8.5M	398%
Viveks	1.6M	2.2M	7.8M	348%
walmart	1.3M	2.6M	9.7M	370%
Zone	0.3M	1.6M	5.3M	336%
Grand Total	87.5M	196.7M	598.9M	304%

**Filters**

FY 2019
region All

GM %**For Subzone By Q****Gross Margin % Quarters**

Sub Zone	Q1	Q2	Q3	Q4	Grand Total
ANZ	42.98%	42.20%	42.59%	42.46%	42.57%
India	42.54%	42.25%	42.04%	42.54%	42.35%
NA	35.15%	35.42%	35.36%	35.72%	35.39%
NE	36.59%	37.01%	36.54%	36.56%	36.69%
ROA	44.51%	44.35%	44.05%	44.48%	44.35%
SE	44.52%	44.05%	44.01%	44.16%	44.21%

Filters

region All
FY 2020

GM%**For Subzone By Q****Gross Margin % Quarters**

Customer	Q1	Q2	Q3	Q4	Grand Total
ANZ	43.34%	43.04%	42.77%	41.79%	42.82%
India	32.35%	32.13%	32.44%	32.03%	32.21%
NA	39.87%	40.06%	39.11%	39.67%	39.78%
NE	37.65%	37.84%	38.51%	37.74%	37.81%
ROA	38.41%	38.29%	38.78%	37.69%	38.23%
SE	38.46%	37.28%	38.16%	37.78%	37.90%

Filters

FY 2021
region All

GM%**For Subzone By Q****Gross Margin % Quarters**

Customer	Q1	Q2	Q3	Q4	Grand Total
ANZ	38.99%	37.85%	38.27%	38.00%	38.31%
India	32.27%	31.81%	31.92%	31.97%	32.00%
NA	37.10%	37.45%	37.47%	37.39%	37.34%
NE	37.88%	38.72%	38.25%	38.31%	38.29%
ROA	38.48%	38.44%	38.12%	38.12%	38.31%
SE	38.64%	38.29%	38.60%	38.48%	38.50%

Atliq Hardware



AtliQ Hardwares

FILTERS

Market

Performance VS Target

Row Labels	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%
Philiphines	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 Hardwere



AtliQ Hardwares

FILTERS

region	All
market	All

By Division Net Sales Performance

Row Labels	2020	2021	20 vs 21
PC	40.1M	165.8M	414%
P & A	105.2M	338.4M	322%
N & S	51.4M	94.7M	184%
Grand Total	196.7M	598.9M	304%

Atliq Hardware



AtliQ Hardwares

FILTERS

region	All
market	All
division	All

**NEW
Products 2K21**

Row Labels	2020	2021	20 vs 21
AQ Clx3		4.4M	0%
AQ Electron 3 3600 Desktop Processor		14.2M	0%
AQ Gen Y		19.5M	0%
AQ GEN Z		11.7M	0%
AQ HOME Allin1 Gen 2		3.5M	0%
AQ Lumina Ms		4.2M	0%
AQ Marquee P3		4.9M	0%
AQ Marquee P4		1.7M	0%
AQ Maxima Ms		13.7M	0%
AQ MB Lito		2.8M	0%
AQ MB Lito 2		2.3M	0%
AQ Qwerty		22.0M	0%
AQ Qwerty Ms		15.4M	0%
AQ Trigger		20.7M	0%
AQ Trigger Ms		17.9M	0%
AQ Wi Power Dx3		17.2M	0%
Grand Total		176.2M	0%



Filters

region	All
division	All

Customer Performance

Report

Note: 21 vs 20 is not a part of Pivot table

Values	Column Labels			21 vs 20
	2019	2020	2021	
net sales	87.5M	196.7M	598.9M	304%
COGS	51.2M	123.4M	380.7M	309%
Gross Margin	36.2M	73.3M	218.2M	298%
Gross Margin %	41.43%	37.28%	36.43%	98%

**Filters**

region	All
division	All
FY	2021

P&L**For Markets**

Note: All Value in USD

Customer	net sales	COGS	Gross Margin
Australia	21.0M	14.1M	6.9M
Austria	2.8M	2.0M	0.9M
Bangladesh	7.0M	4.5M	2.4M
Canada	35.1M	21.7M	13.4M
China	22.9M	13.5M	9.4M
France	25.9M	14.7M	11.2M
Germany	12.0M	8.9M	3.1M
India	161.3M	109.7M	51.6M
Indonesia	18.4M	11.3M	7.1M
Italy	11.7M	8.2M	3.5M
Japan	7.9M	4.2M	3.7M
Netherlands	8.0M	4.6M	3.4M
Newzealand	11.4M	5.9M	5.5M
Norway	13.7M	9.6M	4.0M
Pakistan	5.7M	3.6M	2.0M
Philippines	31.9M	19.4M	12.5M
Poland	5.2M	3.0M	2.2M
Portugal	11.8M	6.8M	5.0M
South Korea	49.0M	31.4M	17.6M
Spain	12.6M	8.4M	4.2M
Sweden	1.8M	1.1M	0.7M
United Kingdom	34.2M	18.7M	15.4M
USA	87.8M	55.3M	32.5M
Grand Total	598.9M	380.7M	218.2M

Atliq Hardware



AtliQ Hardwares

FILTERS

region	All	All
market	All	All
division	All	All

Top
5 Products

Row Labels	Sum of 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 L	4.1M
Grand Total	19.0M

Bottom
5 Products

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

Atliq Hardware



AtliQ Hardwares

FILTERS

region	All
division	All

TOP

5 Country By Net sales

Row Labels	2021	20 vs 21
Canada	35.1M	288%
India	161.3M	324%
South Korea	49.0M	283%
United Kingdom	34.2M	423%
USA	87.8M	275%
Grand Total	367.2M	308%

Atliq Hardware



AtliQ Hardwares

FILTERS

region	All
market	All
division	All

Top 10 Products

Row Labels	2019	2020	2021	20 vs 21
AQ Mx NB	0.0M	1.4M	5724%	
AQ Smash 2	0.4M	11.2M	2589%	
AQ LION x3	0.1M	1.2M	1792%	
AQ LION x2	0.1M	0.9M	1769%	
AQ LION x1	0.0M	0.8M	1719%	
AQ Home Allin1	0.7M	5.2M	769%	
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641%	
AQ Pen Drive DRC	0.6M	3.8M	588%	
AQ GT 21	0.8M	4.4M	561%	
AQ Zion Saga	0.7M	3.6M	529%	
Grand Total	6.4M	52.0M	808%	