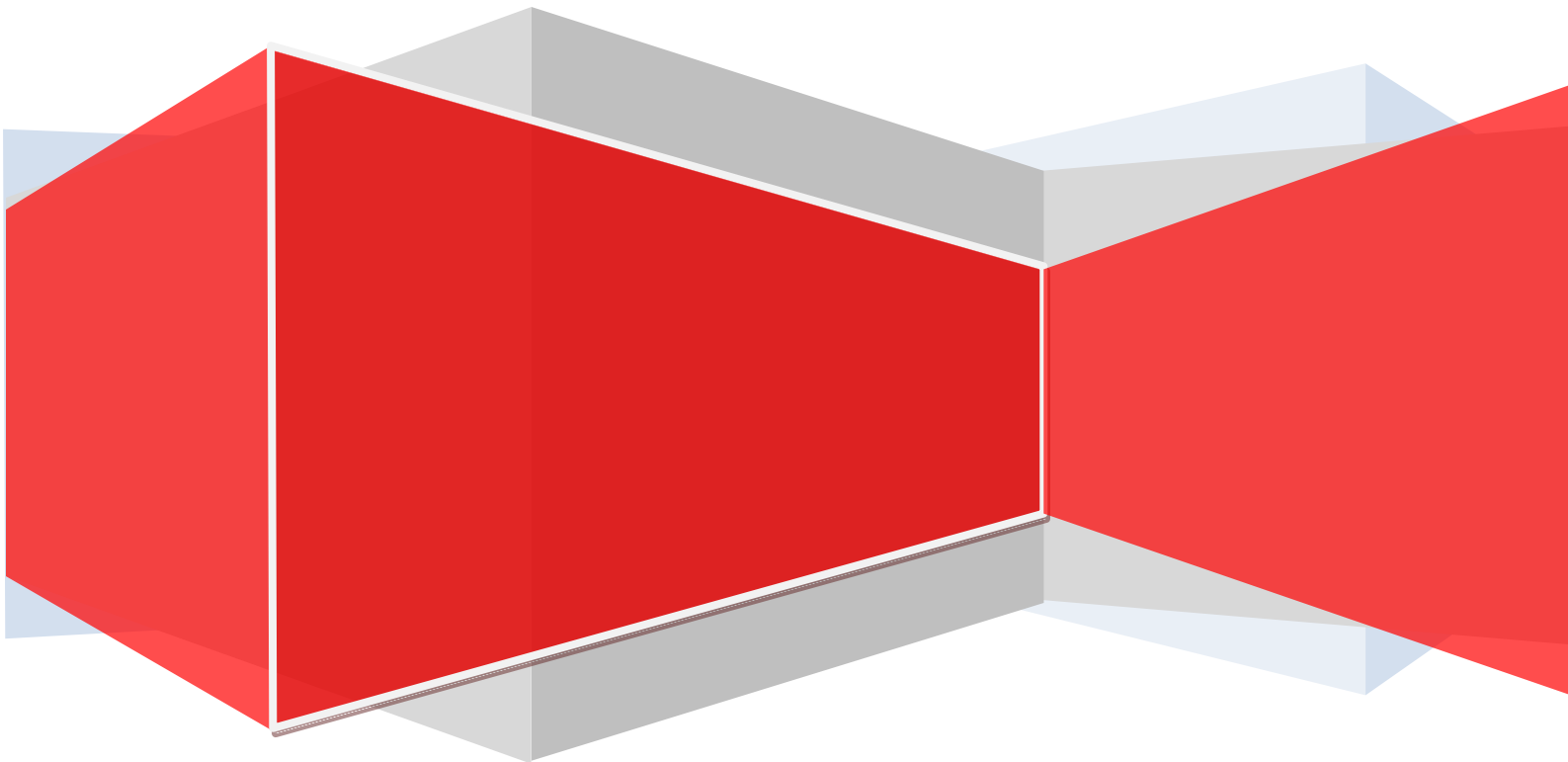


# **SALES PERFORMANCE REPORT 2021**

**Explore our sales performance snapshot, featuring net sales, top divisions, and leading countries driving growth**



# SALES PERFORMANCE REPORT

- Market Performance
  - Net Sales Performance
  - Market Performance vs Target
  - Division Level Report
- Top Performers
  - Top 5 countries
  - Top 10 products
  - Top 5 products by QTY
  - Bottom 5 products by QTY





# **Market Performance**

# AtliQ Hardwares



## Filters

region	All
market	All
division	All

## Customer

### Net Sales Performance

All values are in USD(\$)

Customers	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
AltiQ Exclusive	8.1M	15.6M	52.8M	338.61%
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	1.5M	2.1M	8.3M	399.55%
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%
Electricalsocity	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%

# AtliQ Hardwares



<b>Logic Stores</b>	0.2M	0.9M	4.8M		515.17%
<b>Lotus</b>	1.5M	2.1M	8.1M		382.61%
<b>Neptune</b>	1.0M	3.4M	16.1M		471.50%
<b>Nomad Stores</b>	0.5M	1.6M	4.0M		246.89%
<b>Notebillig</b>	0.2M	0.4M	1.1M		287.39%
<b>Nova</b>		0.0M	0.4M		2664.92%
<b>Novus</b>	1.9M	3.7M	9.9M		264.20%
<b>Otto</b>	0.3M	0.4M	1.2M		298.58%
<b>Premium Stores</b>	0.5M	1.1M	3.9M		353.09%
<b>Propel</b>	1.6M	2.5M	10.8M		440.64%
<b>Radio Popular</b>	0.5M	1.5M	5.3M		362.56%
<b>Radio Shack</b>	0.8M	1.7M	5.4M		311.51%
<b>Reliance Digital</b>	1.6M	2.6M	9.7M		377.90%
<b>Relief</b>	0.4M	1.0M	4.1M		403.57%
<b>Sage</b>	4.8M	6.4M	20.7M		321.52%
<b>Saturn</b>	0.2M	0.4M	1.2M		310.46%
<b>Sorefoz</b>	0.6M	1.1M	4.7M		433.63%
<b>Sound</b>	0.6M	1.7M	4.4M		260.26%
<b>Staples</b>	1.2M	2.9M	8.8M		306.95%
<b>Surface Stores</b>	0.1M	0.5M	2.1M		398.80%
<b>Synthetic</b>	1.9M	4.4M	12.2M		275.98%
<b>Taobao</b>	0.2M	1.3M	3.3M		248.66%
<b>UniEuro</b>	0.6M	1.6M	7.3M		457.03%
<b>Vijay Sales</b>	1.7M	2.1M	8.5M		397.78%
<b>Viveks</b>	1.6M	2.2M	7.8M		348.10%
<b>walmart</b>	1.3M	2.6M	9.7M		370.45%
<b>Zone</b>	0.3M	1.6M	5.3M		336.20%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>		<b>304.48%</b>



## Filters

region	All
division	All

## Market

### Performance vs Target

All values are in USD(\$)

Customers	2019	2020	2021	21 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Austria		0.1M	2.8M	-0.3M	-11.74%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
Japan		1.9M	7.9M	-0.3M	-4.12%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Norway		2.5M	13.7M	-1.4M	-10.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Spain		1.8M	12.6M	-1.8M	-14.15%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.17%



FILTERS

region	All
customer	All

Division Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
Grand Total	196.7M	598.9M	204.5%

**FILTERS**

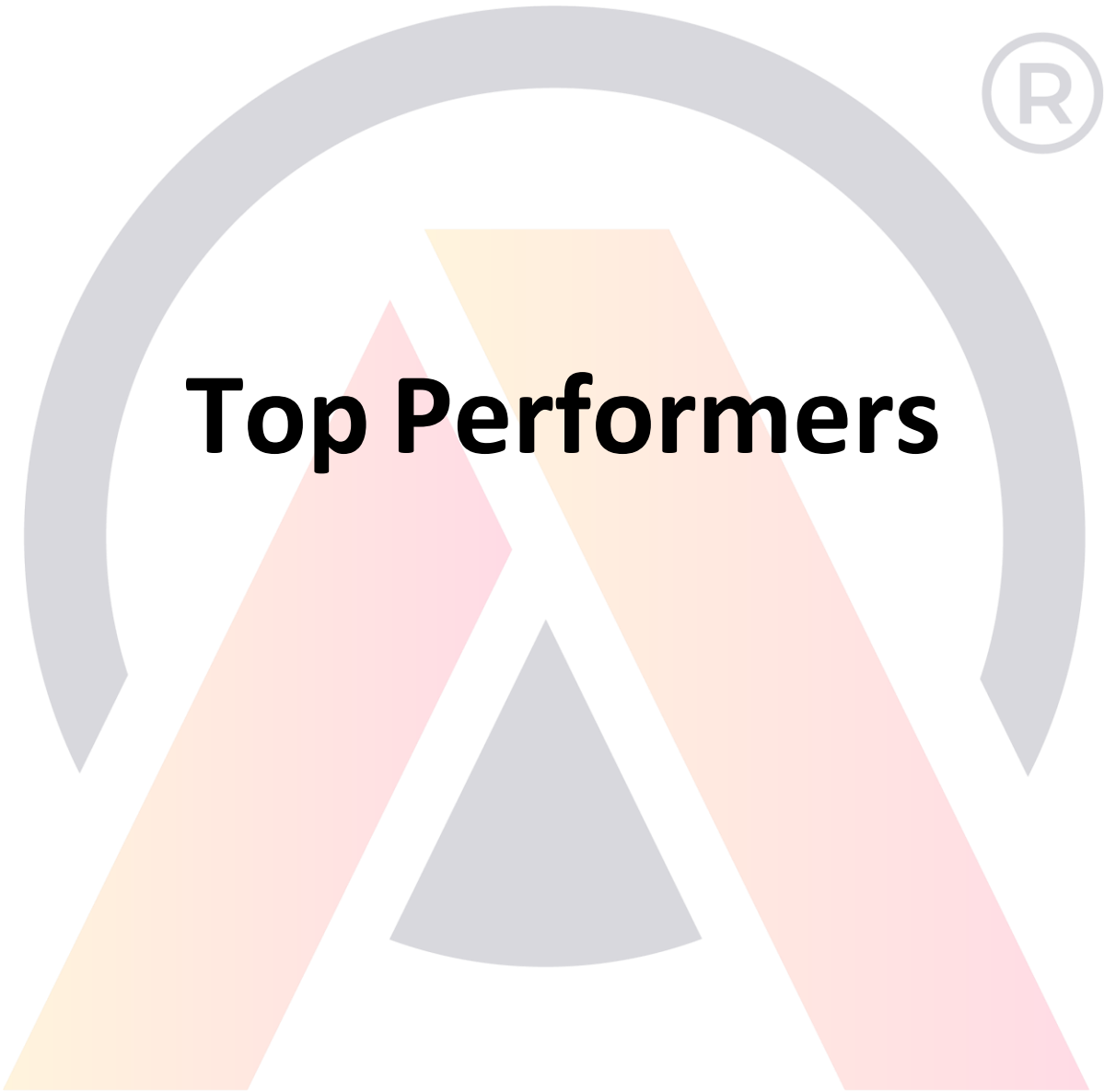
region	All
division	All
customer	All

**New Products - 2021**

All values are in USD

<b>Products</b>	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>







FILTERS

region	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

Top 5 Country - 2021

All values are in USD



FILTERS

region	All
division	All
customer	All

Top 10 Products

All values are in USD

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



FILTERS

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
<b>Grand Total</b>	<b>19000112</b>

Top 5 Products

region	All
division	All
customer	All

Products	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
<b>Grand Total</b>	<b>174887</b>

Bottom 5 Products