

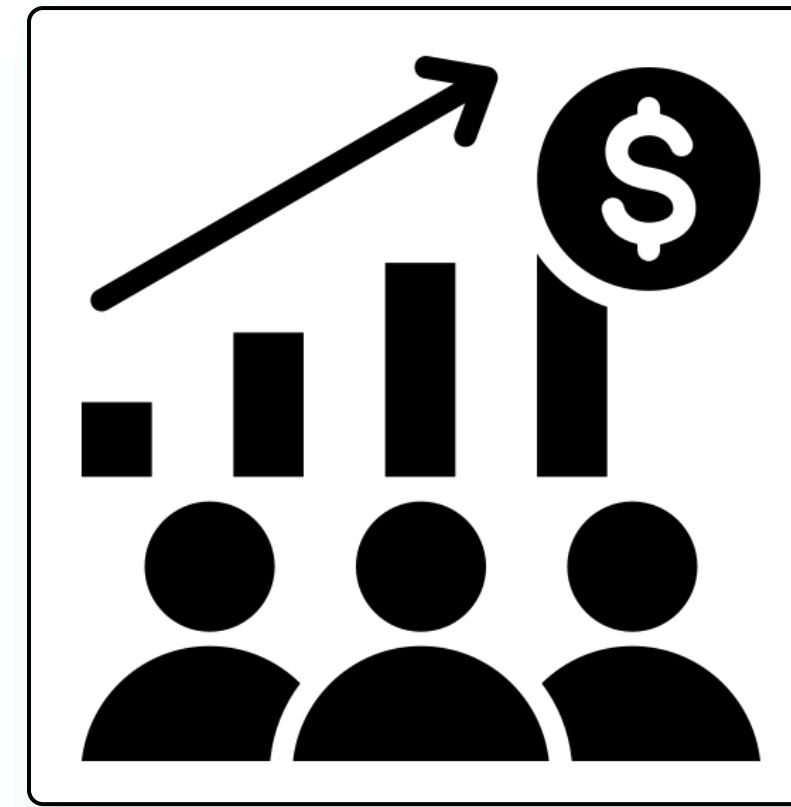


**AtliQ**  
**Hardware**

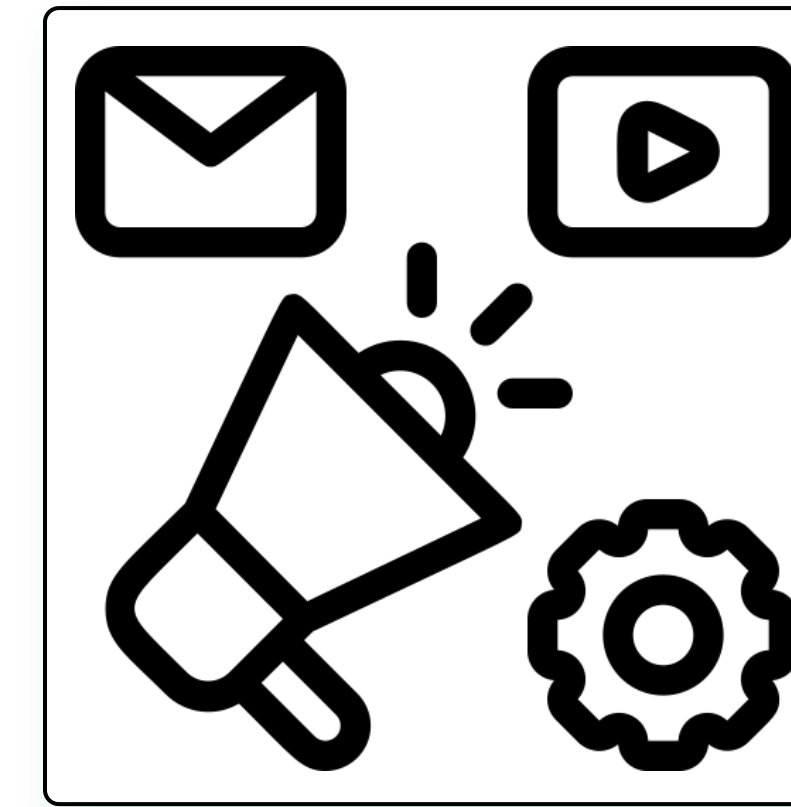
## Business Insights 360



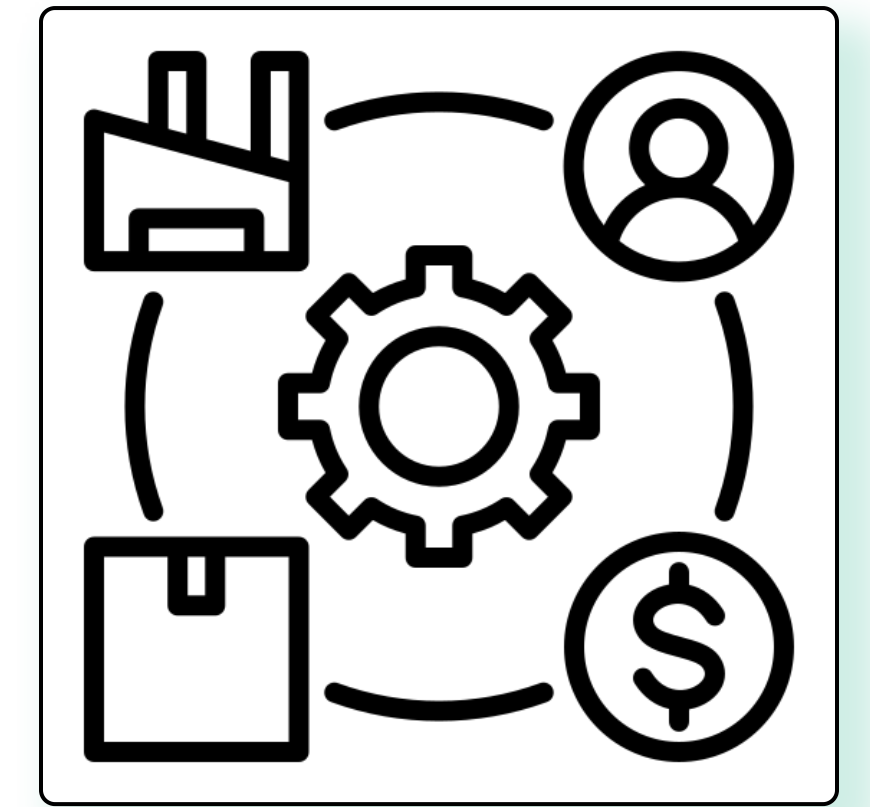
Finance |



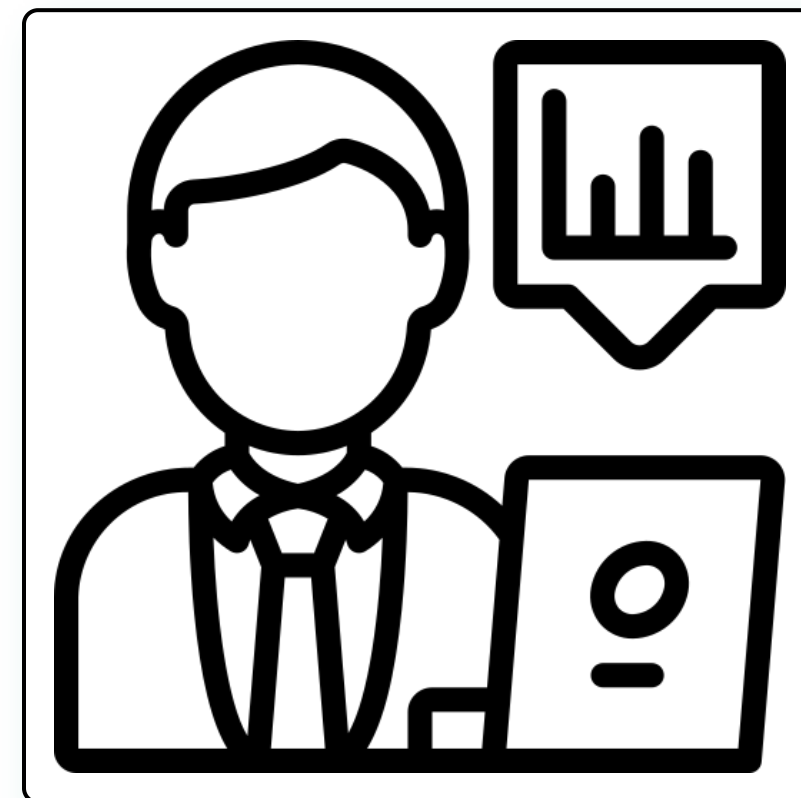
Sales |



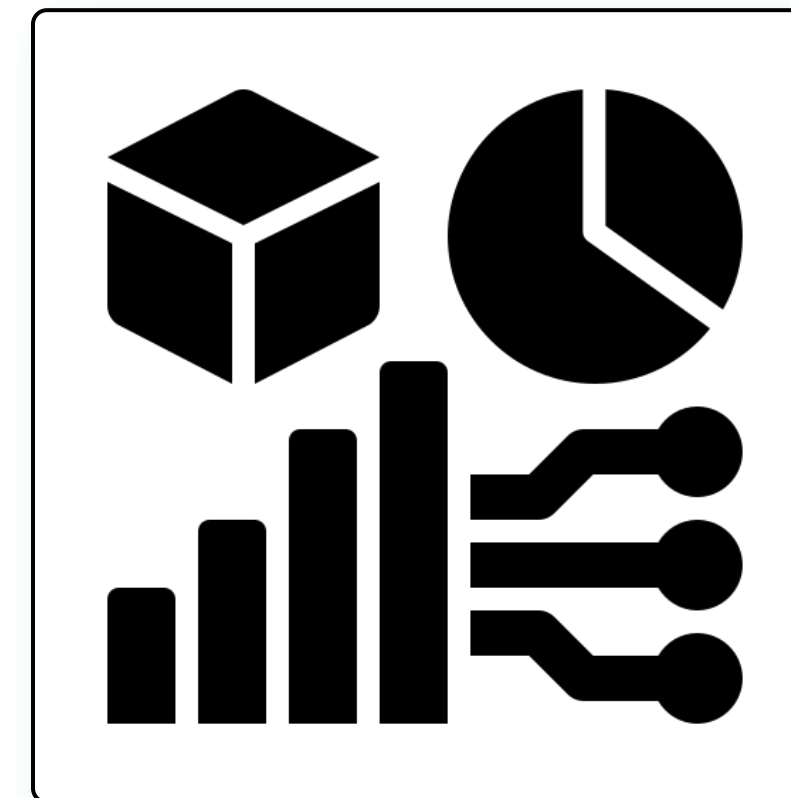
Marketing



Supply Chain



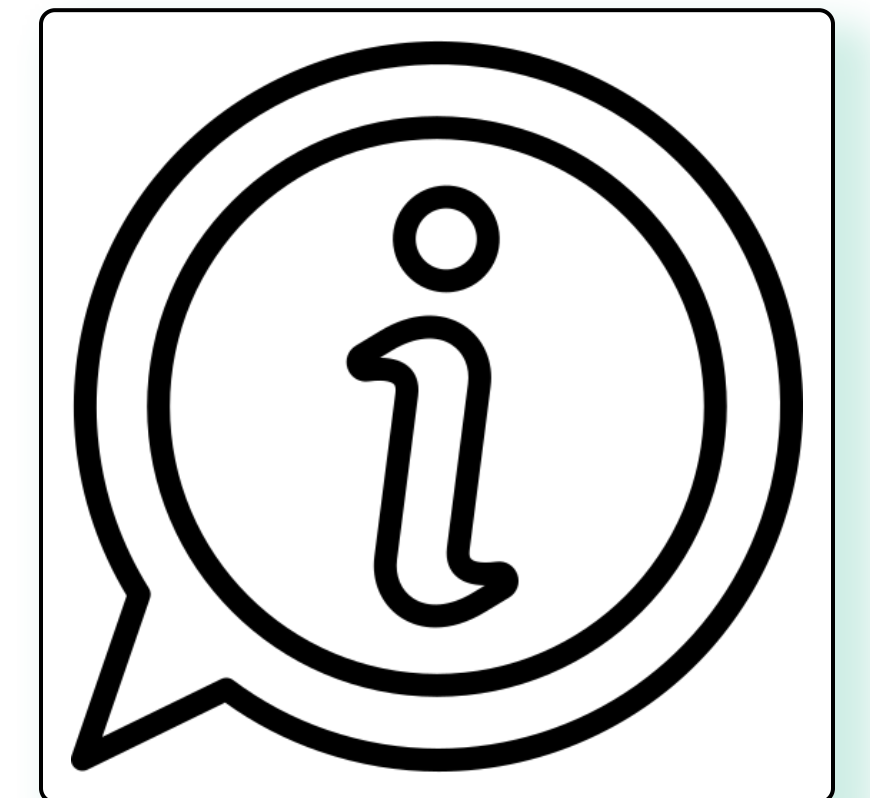
Executive



Product



Support



Info |

Last Refresh date : 06 May 2025

Created By : **Mahaboob Basha**

Values : **USD, Millions**

Sales data loaded until : 01 Dec 2021



AtliQ  
Hardware



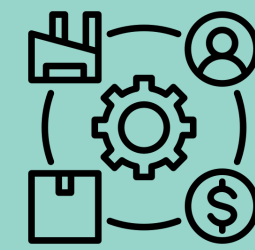
Finance



Sales



Marketing



Supply Chain



Executive



Product

FILTERS

Reset filters

Select Benchmark

Vs LY

Vs Target

Fiscal Year

2019

2020

2021

2022Est

Quarter

Q1

Q2

Q3

Q4

Ytr - Ytg

YTD

YTG

Region, Market

All

Customer

All

Category

All

**NOTE:** **LY** - Last Year, **Chg** - Change, **P & L** - Profit & Loss, **GM** - Gross Margin, **BM** - Benchmark, **COGS** - Cost Of Goods Sold



\$823.85M

Net sales \$

Last Yr: \$267.98M +207.4% ▲



36.5%

Gross Margin %

Last Yr: 37.1% -1.65% ▼

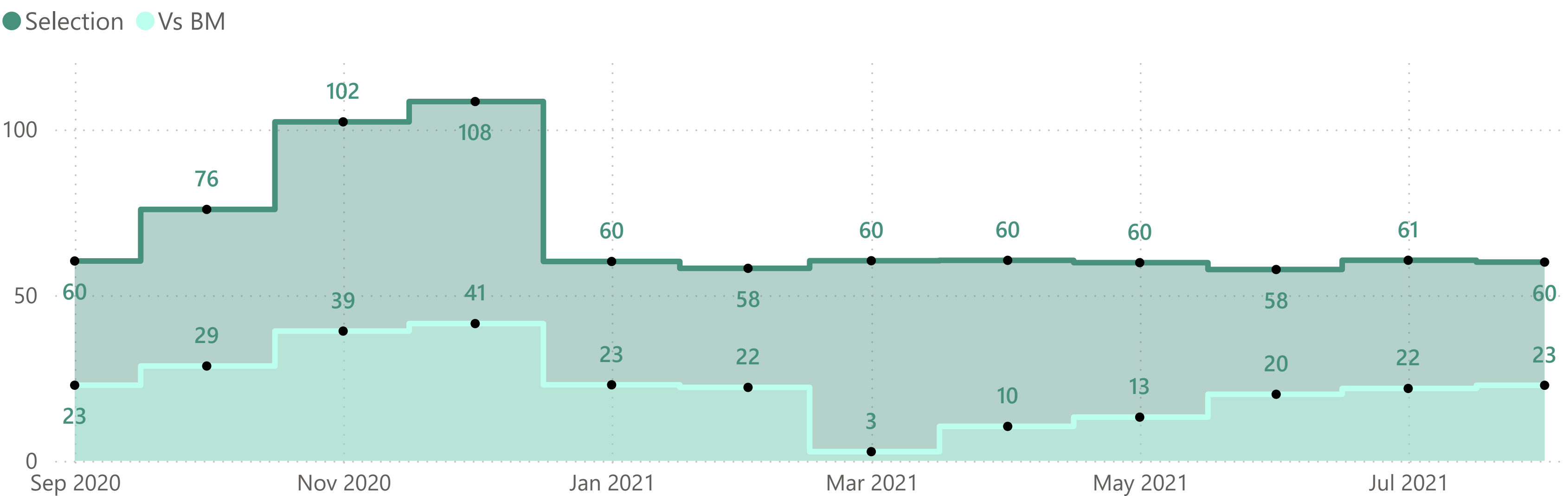


-6.63%

Net Profit %

Last Yr : -0.9% -676.4% ▼

Net Sales \$ Performance over time



Select  
Parameters

☒ Category

☐ Region

☐ Product

☒ Market

Top / Bottom Products & Customer by Net Sales

Category	P & L Values		Chg	Chg %
Keyboard	134.14	92.77		224.23
Personal Laptop	113.07	79.74		239.26
Mouse	103.30	78.79		321.41
Business Laptop	108.63	70.09		181.87
Gaming Laptop	78.53	64.00		440.68
Business Laptop	101.22	62.82		171.24
Total	823.85	555.87		207.43

Profit & Loss Statement

Line Item	2021	BM	Chg	Chg %
Gross Sales	1664.64	535.95	1128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2286.82
Net Profit %	-6.63	-0.85	-5.78	676.38
Total	823.85	267.98	555.87	207.43





AtliQ  
Hardware



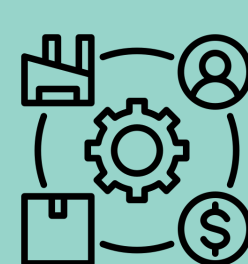
Finance



Sales



Marketing



Supply Chain



Executive



Product

FILTERS

Reset filters

Select Benchmark

Vs LY

Vs Target

Fiscal Year

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2022Est

Quarter

Q1

Q2

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Ytr - Ytg

YTD

YTG

Region, Market

All

Customer

All

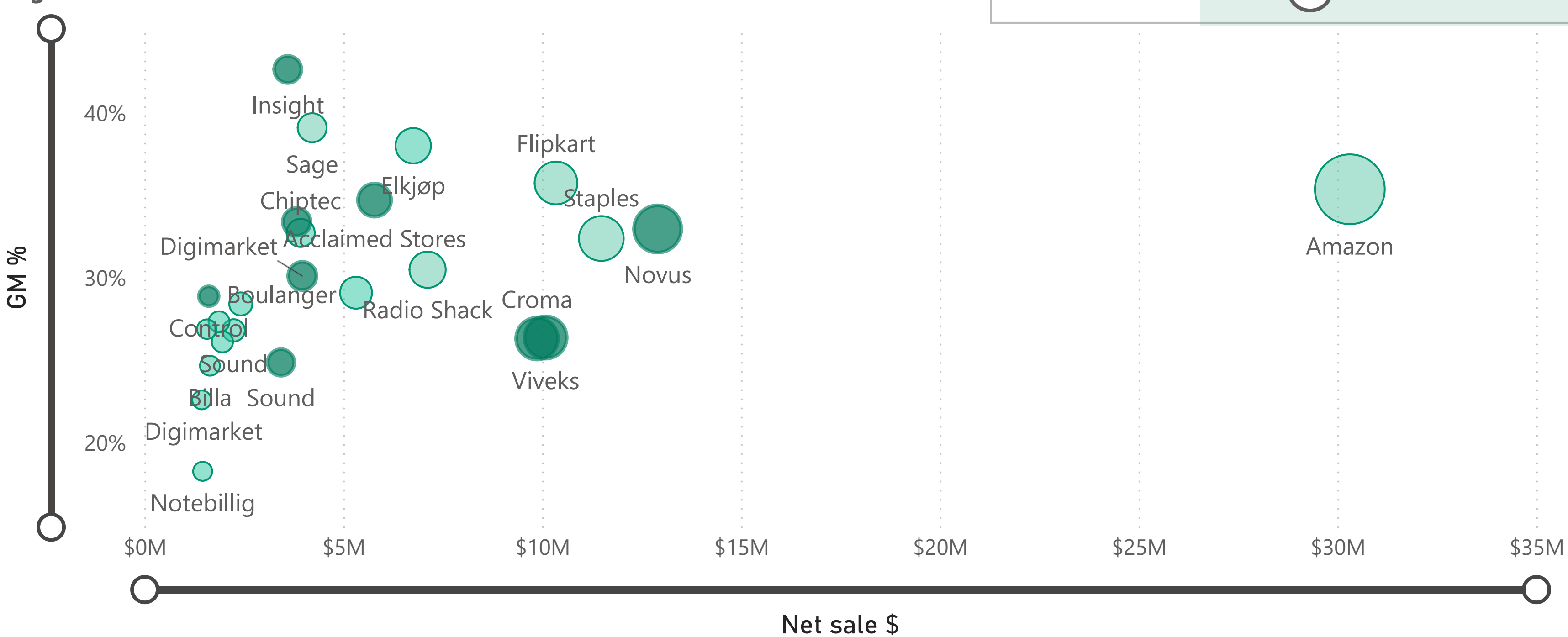
Category

All

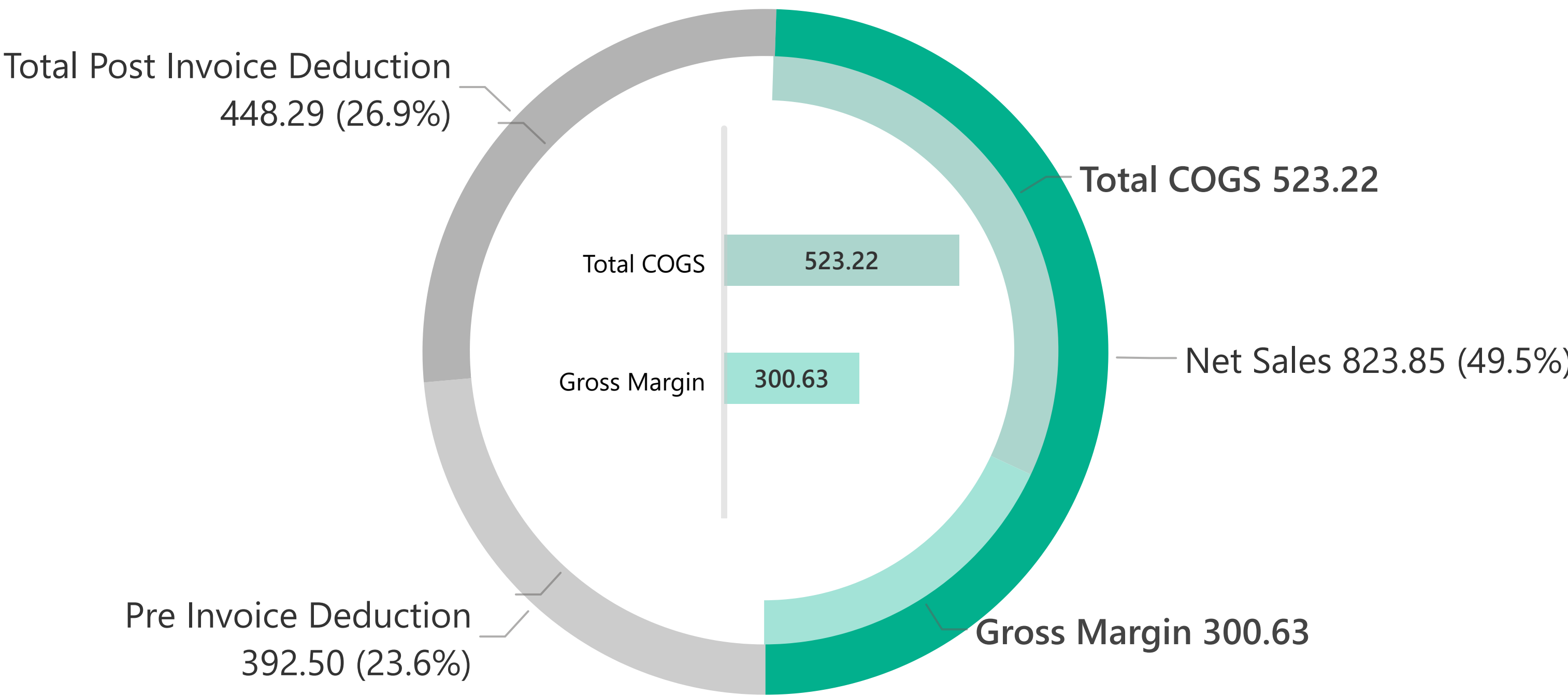
**NOTE:** LY - Last Year, **Chg** - Change,  
**P & L** - Profit & Loss, **GM** - Gross  
Margin, **COGS** - Cost Of Goods Sold

Performance Matrix

Region: ● APAC ● EU ● NA



Unit Economics



Profit & Loss Statement

Customer

Product

Customer	Net sale \$	GM \$	GM %	▲ GM %
Billa	\$1.65M	0.41M	24.7%	-37.35%
Boulangier	\$5.32M	1.55M	29.1%	-16.20%
Chiptec	\$3.93M	1.29M	32.7%	-14.36%
Croma	\$9.88M	2.60M	26.3%	-26.15%
Currys (Dixons Carphone)	\$2.43M	0.69M	28.4%	-25.32%
Digimarket	\$5.41M	1.52M	28.1%	-31.11%
Elkjøp	\$6.76M	2.57M	38.0%	-12.43%
Forward Stores	\$5.31M	1.86M	35.0%	-16.07%
Insight	\$3.61M	1.54M	42.6%	-10.71%
Integration Stores	\$1.88M	0.51M	27.3%	-33.01%
Notebillig	\$1.47M	0.27M	18.3%	-39.50%
Novus	\$12.91M	4.26M	33.0%	-20.13%
Otto	\$1.57M	0.42M	26.9%	-14.65%
Radio Shack	\$7.12M	2.17M	30.5%	-18.92%
Sound	\$5.68M	1.46M	25.6%	-45.01%
Staples	\$11.49M	3.72M	32.4%	-19.00%
Synthetic	\$16.10M	6.32M	39.2%	-11.26%
Total	\$112.61M	35.82M	31.8%	-20.67%



AtliQ  
Hardware



Finance



Sales



Marketing



Supply Chain



Executive



Product

FILTERS

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Select Benchmark

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Region, Market

All

Customer

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Category

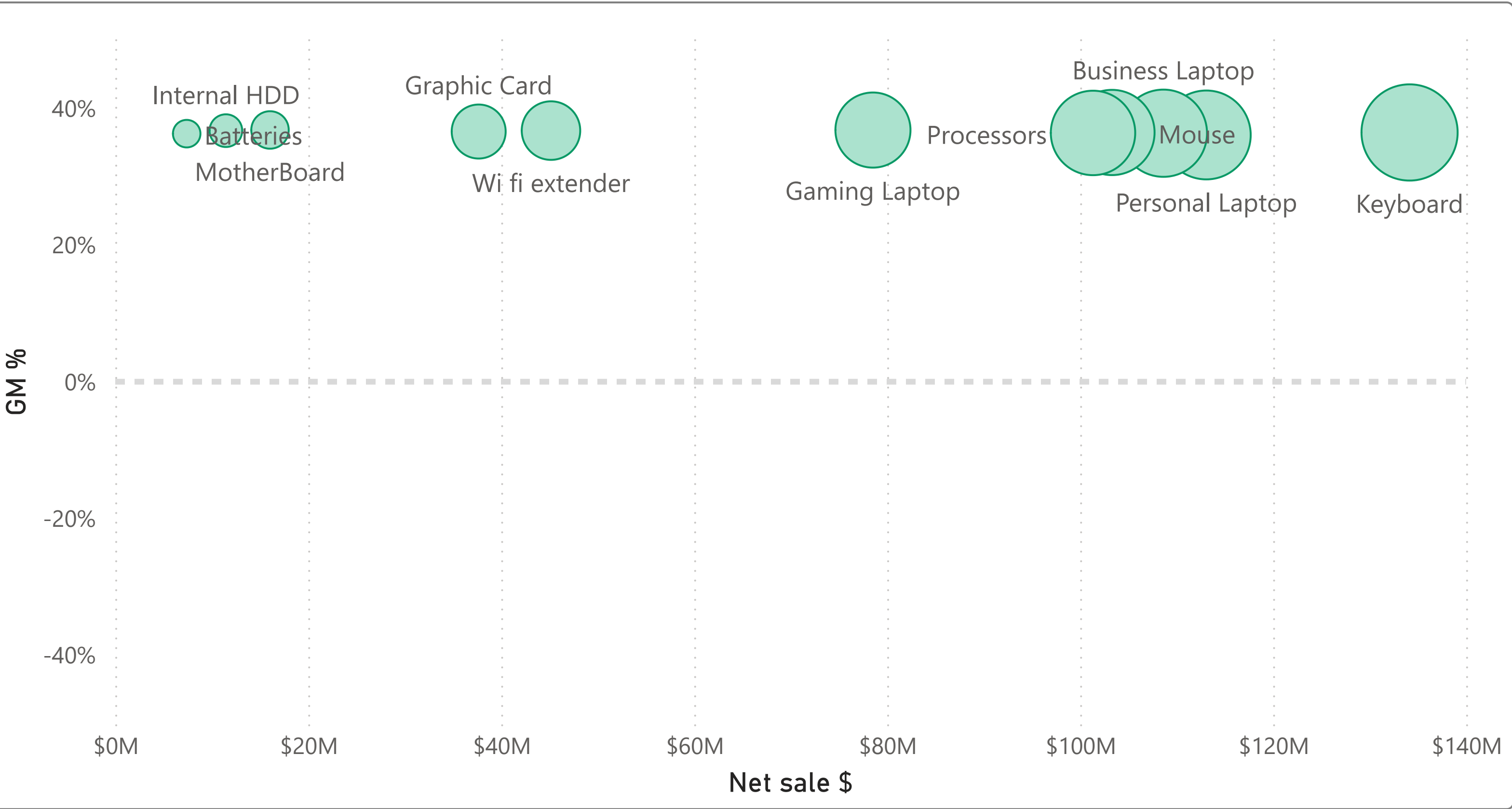
All

**NOTE:** LY - Last Year, **P & L** - Profit & Loss, **GM** - Gross Margin , **BM** - Benchmark.

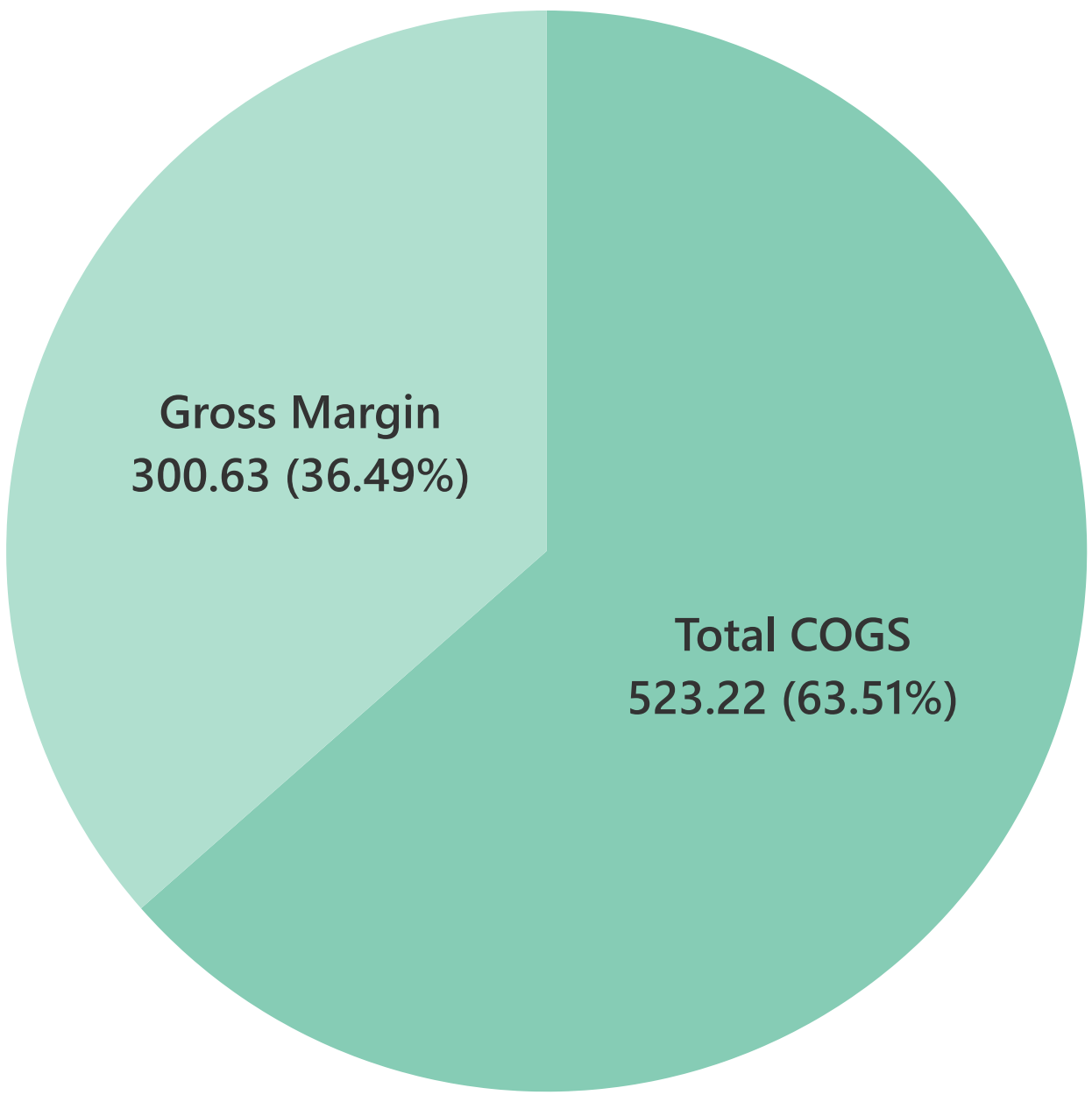
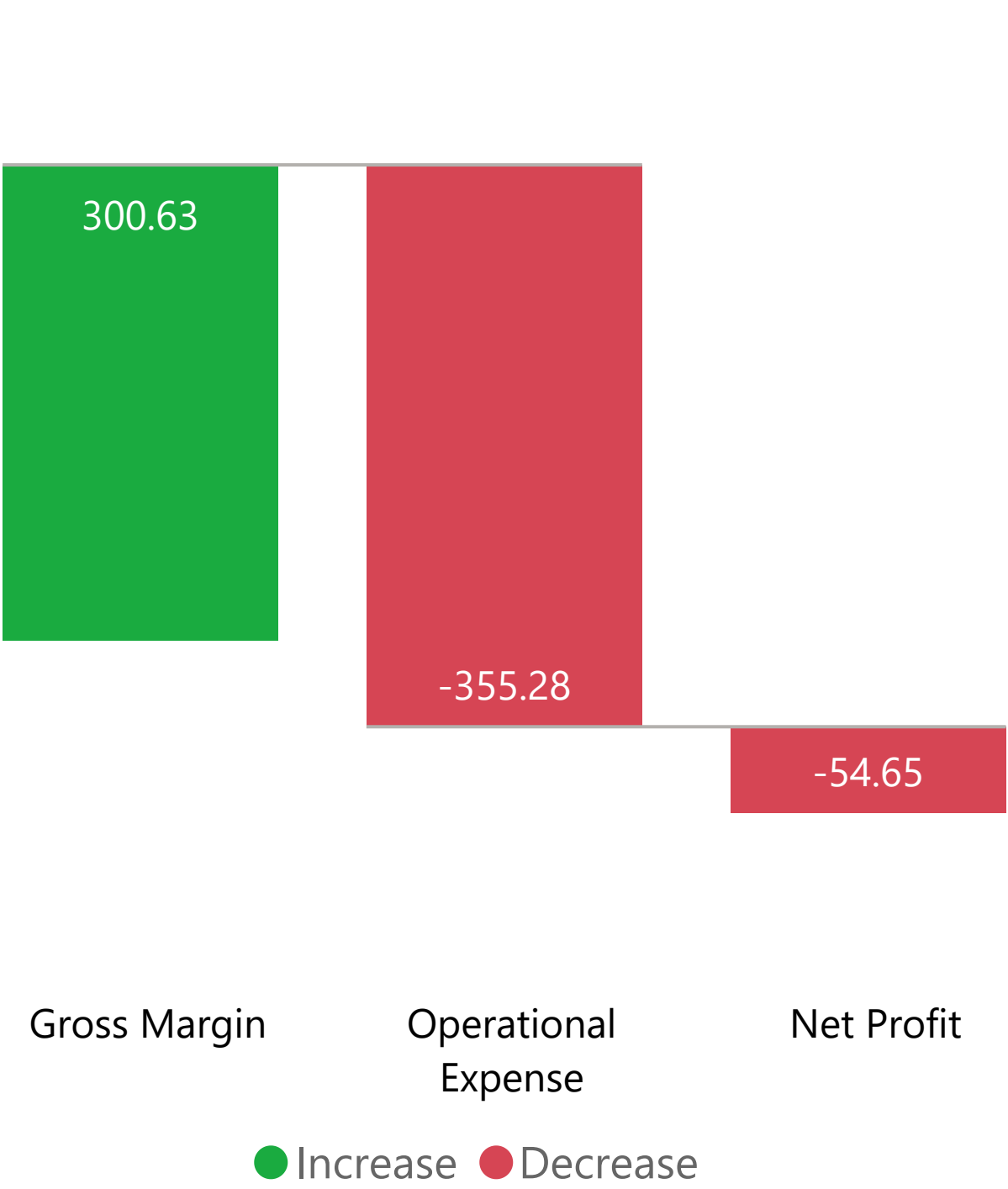
Segment Performance - Gross Margin %

GM %

Net Profit %



Net Sales & Gross Margin



Segment



Market

Segment

Category

Profit & Loss Statement

Category	Net sale \$	GM \$	GM %	Net profit \$	Net Profit %
Batteries	\$7.40M	2.69M	36.3%	-0.50M	-6.72%
Business Laptop	\$108.63M	39.51M	36.4%	-7.28M	-6.70%
Gaming Laptop	\$78.53M	28.92M	36.8%	-4.92M	-6.27%
Graphic Card	\$37.67M	13.79M	36.6%	-2.48M	-6.59%
Internal HDD	\$11.47M	4.21M	36.7%	-0.73M	-6.40%
Keyboard	\$134.14M	48.93M	36.5%	-8.91M	-6.65%
MotherBoard	\$16.04M	5.91M	36.8%	-1.01M	-6.30%
Mouse	\$103.30M	37.68M	36.5%	-6.87M	-6.65%
Personal Laptop	\$113.07M	40.84M	36.1%	-7.90M	-6.99%
Processors	\$101.33M	36.89M	36.4%	-6.80M	-6.71%
Wi fi extender	\$45.16M	16.60M	36.8%	-2.91M	-6.44%
Total	\$756.75M	275.97M	36.5%	-50.31M	-6.65%





AtliQ  
Hardware



Finance



Sales



Marketing



Supply Chain



Executive



Product

FILTERS

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Select Benchmark

Vs LY

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Fiscal Year

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Ytr - Ytg

YTD

YTG

Region, Market

All

Customer

All

Category

All

**NOTE:** **LY** - Last Year, **FCA** - Forecast Accuracy, **P & L** - Profit & Loss, **GM** - Gross Margin , **BM** - Benchmark , **COGS** - Cost Of Goods Sold

Key Metrics by Customer

customer	FCA %		FCA LY %	Net Error	Net Error %	Risk
Acclaimed Stores	50.69%		8.69%	-122555.00	-16.23%	OOS
All-Out	29.09%		35.18%	-12425.00	-30.67%	OOS
Amazon	74.54%		48.43%	-155116.00	-2.35%	OOS
Argos (Sainsbury's)	56.08%		43.27%	8033.00	4.14%	EI
Atlas Stores	48.16%		39.19%	99521.00	29.63%	EI
Atliq e Store	74.59%		55.24%	-94643.00	-2.30%	OOS
AtliQ Exclusive	71.69%		56.65%	-189086.00	-4.59%	OOS
Total	80.21%		72.99%	-751714.00	-1.52%	OOS

Key Metrics by Product

segment	FCA %		FCA LY %	Net Error	Net Error %	Risk
Accessories	77.66%		71.42%	-2133183.00	-7.06%	OOS
Desktop	84.37%		70.07%	16205.00	11.22%	EI
Networking	90.40%		52.50%	227056.00	8.17%	EI
Notebook	79.99%		76.65%	-51254.00	-3.96%	OOS
Peripherals	83.23%		75.18%	-318194.00	-5.89%	OOS
Storage	83.54%		81.01%	1507656.00	15.77%	EI
Total	80.21%		72.99%	-751714.00	-1.52%	OOS

Forecast accuracy %

80.21%

LY: 72.99% | 9.88% ▲

Net Error

-751.71K

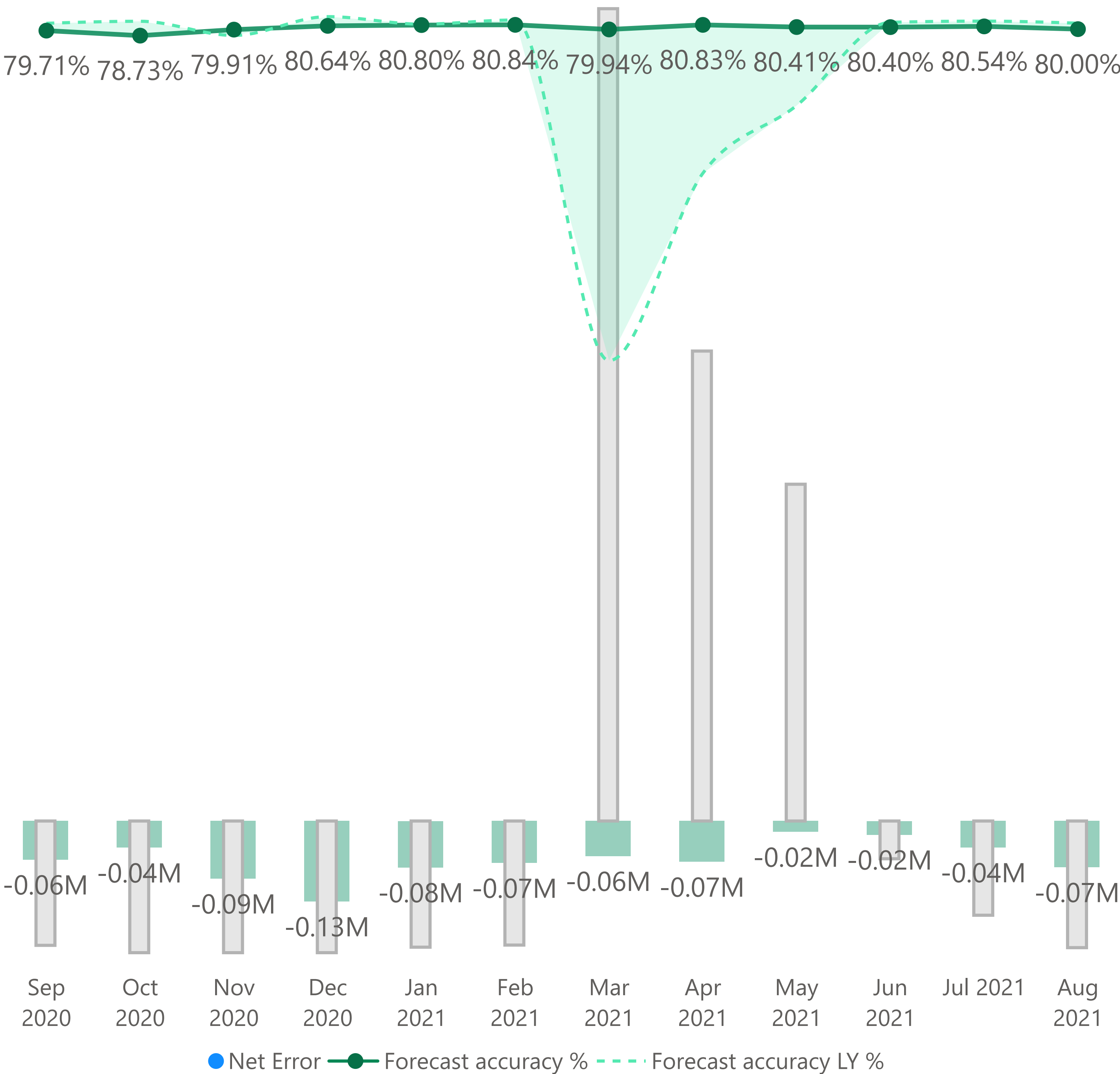
LY: 0.49 M | -252.91 % ▲

Abs Error

9.78M

LY: 5.74M | 70.3% ▼

Net Error & Forecast Accuracy Trend





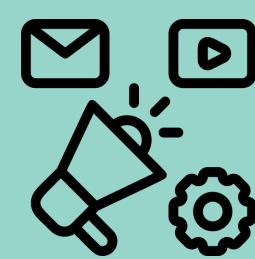
AtliQ  
Hardware



Finance



Sales



Marketing



Supply Chain



Executive



Product

FILTERS

Reset filters

Select Benchmark

Vs LY

Vs Target

Fiscal Year

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Ytr - Ytg

YTD

YTG

Region, Market

All

Customer

All

Category

All

**NOTE:** **LY** - Last Year, **RC** - Revenue Contribution, **P & L** - Profit & Loss, **GM** - Gross Margin , **MS** - Market share, **COGS** - Cost Of Goods Sold.

\$823.85M

Net sales \$

Last Yr: \$267.98M +207.4% ▲

36.5%

Gross Margin %

Last Yr: 37.1% -1.65% ▼

-6.63%

Net Profit %

Last Yr : -0.9% -676.4% ▼

80.21%

Forecast accuracy %

Last Yr: 72.99% 9.88% ▲

Top 5 Products

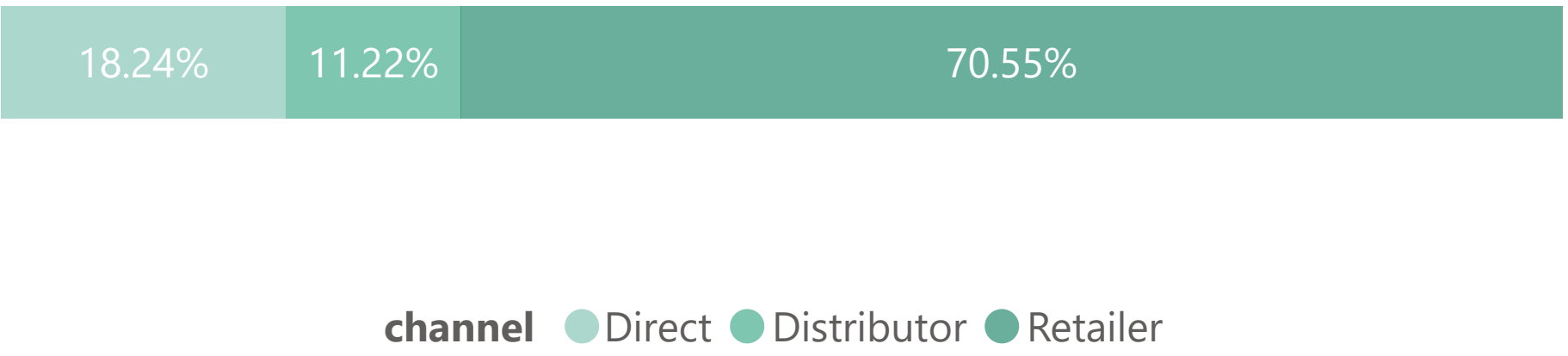
product	RC %	GM %
AQ BZ Allin1	4.1%	36.0%
AQ Qwerty	3.4%	37.1%
AQ Trigger	3.3%	36.9%
AQ Gen Y	2.9%	36.1%
AQ Maxima	2.7%	36.7%
Total	16.3%	36.5%

Top 5 Customers

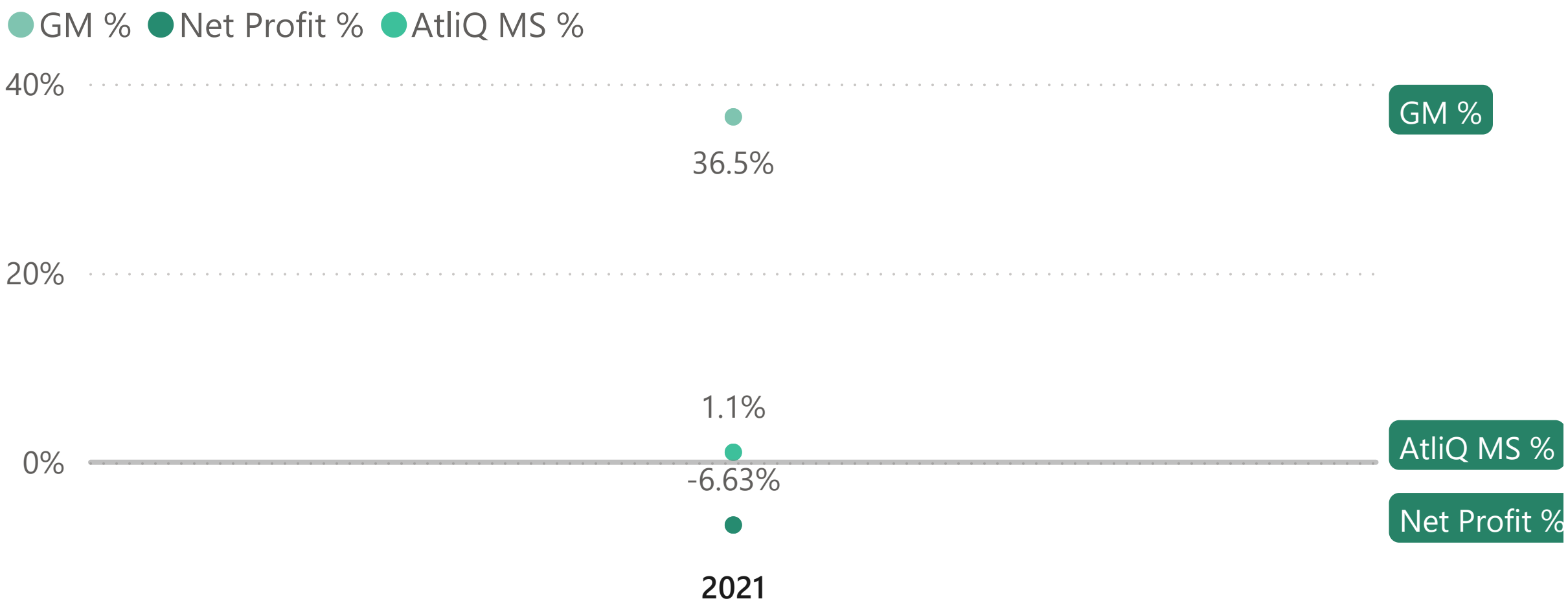
customer	RC %	GM %
AtliQ Exclusive	9.7%	43.7%
Atliq e Store	8.5%	37.5%
Amazon	13.2%	35.4%
Sage	3.3%	35.2%
Flipkart	3.1%	30.2%
Total	37.8%	37.6%

Revenue Contribution

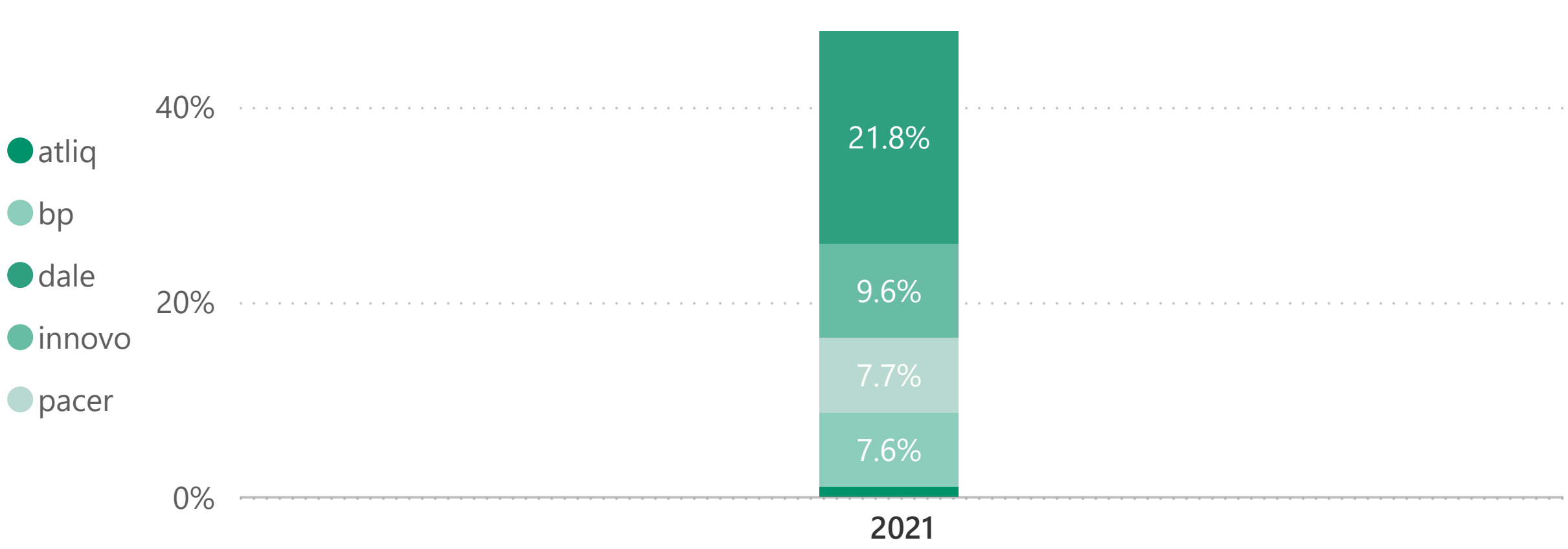
- ☐ division  
☒ channel



Yearly Trends Over by Key Metrics



Manufactures MS % Over Years



Sub - Region Performance

sub_zone	Net sale \$	RC %	GM %	Net Profit %	Net Error %	Risk	AtliQ MS %
India	\$210.67M	25.6%	32.0%	-24.65%	3.90%	EI	1.1%
ROA	\$186.89M	22.7%	38.3%	8.23%	-21.55%	OOS	1.1%
NA	\$177.94M	21.6%	37.2%	-13.67%	-7.06%	OOS	1.1%
NE	\$109.29M	13.3%	38.0%	-1.14%	11.27%	EI	1.1%
SE	\$91.48M	11.1%	38.7%	4.43%	10.56%	EI	1.1%
ANZ	\$44.41M	5.4%	38.5%	7.27%	-5.19%	OOS	1.1%
LATAM	\$3.16M	0.4%	37.5%	6.18%	5.32%	EI	1.1%
Total	\$823.85M	100.0%	36.5%	-6.63%	-1.52%	OOS	1.1%





FILTERS

Reset filters

Select Benchmark

Vs LY

Vs Target

Fiscal Year

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2021

2022Est

Quarter

Q1

Q2

Q3

Q4

Ytr - Ytg

YTD

YTG

Region, Market

All



Customer

All



Category

All



**Note:** **LY** - Last Year, **P & L** - Profit & Loss, **GM** - Gross Margin , **BM** - Benchmark , **COGS** - Cost Of Goods Sold

Top 5 Countries

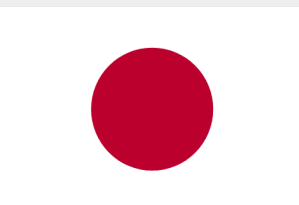
Chile



France



Japan



Newze...



United ...



Chile - Top & bottom Products by Gross Margin % YoY

Top 5 Products

product	GM %	GM % LY	GM % YoY
<div>+ AQ Gamers</div>	44.1%	36.02%	8.0%
<div>+ AQ LION x1</div>	44.0%		44.0%
<div>+ AQ Lumina Ms</div>	45.2%		45.2%
<div>+ AQ MB Lito</div>	44.1%		44.1%
<div>+ AQ Velocity</div>	44.2%	37.53%	6.6%
Total	44.2%	36.23%	8.0%

Bottom 5 Products

product	GM %	GM % LY	GM % YoY
<div>+ AQ Elite</div>	42.0%	35.81%	6.2%
<div>+ AQ LION x2</div>	41.2%		41.2%
<div>+ AQ Lite</div>	41.5%	34.66%	6.9%
<div>+ AQ MB Crossx</div>	41.9%	34.05%	7.9%
<div>+ AQ Pen Drive 2 IN 1</div>	41.7%	34.38%	7.3%
Total	41.7%	34.75%	7.0%

Over all Products by Gross Margin %

product	GM %	GM % LY	GM % YoY
<div>+ AQ 5000 Series Electron 8 5900X Desktop Processor</div>	42.1%	34.93%	7.2%
<div>+ AQ 5000 Series Electron 9 5900X Desktop Processor</div>	43.8%	35.29%	8.5%
<div>+ AQ 5000 Series Ultron 8 5900X Desktop Processor</div>	43.6%	37.44%	6.2%
<div>+ AQ Aspiron</div>	42.6%	35.68%	7.0%
<div>+ AQ BZ 101</div>	42.9%	36.20%	6.7%
<div>+ AQ BZ Allin1</div>	42.7%		42.7%
<div>+ AQ BZ Compact</div>	43.8%	35.44%	8.4%
<div>+ AQ BZ Gen Y</div>	42.6%		42.6%
<div>+ AQ BZ Gen Z</div>	43.3%	33.29%	10.0%
<div>+ AQ Clx1</div>	42.9%	35.99%	6.9%
<div>+ AQ Clx2</div>	44.0%	36.12%	7.9%
<div>+ AQ Clx3</div>	43.6%		43.6%
<div>+ AQ Digit</div>	42.8%	36.44%	6.4%
<div>+ AQ Digit SSD</div>	42.6%	33.66%	8.9%
<div>+ AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache</div>	43.3%	35.32%	8.0%
Total	43.1%	35.70%	7.4%