



**AtliQ  
Hardwares  
Sales and  
Financial  
Performance  
Report**



## FILTERS

region	All
market	All
division	All

## Customers

### Net Sales Performance

Row Labels	2019	2020	2021	21 vs 20
Acclaimed Stores	1M	3M	11M	378.08%
All-Out		0M	1M	495.70%
Amazon	12M	38M	82M	218.87%
Argos (Sainsbury's)	0M	1M	2M	305.98%
Atlas Stores	0M	1M	3M	470.34%
Atliq e Store	7M	24M	53M	223.83%
Atliq Exclusive	10M	18M	61M	345.77%
BestBuy	1M	2M	6M	356.08%
Boulanger	0M	1M	4M	492.93%
Chip 7	1M	1M	6M	416.07%
Chiptec		0M	3M	722.03%
Control	1M	2M	8M	349.23%
Coolblue	0M	1M	4M	360.00%
Costco	1M	3M	9M	337.37%
Croma	2M	2M	8M	305.11%
Currys (Dixons Carphone)	0M	1M	2M	246.94%
Digimarket	1M	2M	4M	241.05%
Ebay	3M	6M	15M	242.16%
Electricalsara Stores	0M	1M	2M	285.96%
Electricalsbea Stores		0M	1M	504.64%
Electricalslance Stores	0M	1M	2M	313.34%
Electricalslytical	2M	3M	12M	457.50%
Electricalsociety	2M	3M	12M	358.75%
Electricalsquipo Stores	0M	1M	4M	535.32%
Elite	0M	1M	4M	495.52%
Elkjøp	0M	1M	5M	391.90%
Epic Stores	0M	1M	4M	446.06%
Euronics	0M	1M	4M	444.67%
Expert	1M	2M	6M	363.98%
Expression	2M	3M	10M	328.24%
Ezone	2M	2M	8M	391.62%
Flawless Stores	0M	0M	2M	396.28%
Flipkart	3M	8M	19M	231.03%
Fnac-Darty	1M	1M	3M	349.77%
Forward Stores	1M	1M	4M	271.97%
Girias	2M	2M	9M	419.29%
Info Stores	0M	0M	2M	384.09%
Insight	0M	1M	3M	271.84%
Integration Stores		0M	1M	887.19%
Leader	5M	6M	19M	314.81%

# AtliQ Hardwares



Logic Stores	0M	1M	5M	515.17%
Lotus	1M	2M	8M	382.61%
Neptune	1M	3M	16M	471.50%
Nomad Stores	1M	2M	4M	246.89%
Notebillig	0M	0M	1M	287.39%
Nova		0M	0M	2664.92%
Novus	2M	4M	10M	264.20%
Otto	0M	0M	1M	298.58%
Premium Stores	0M	1M	4M	353.09%
Propel	2M	2M	11M	440.64%
Radio Popular	1M	1M	5M	362.56%
Radio Shack	1M	2M	5M	311.51%
Reliance Digital	2M	3M	10M	377.90%
Relief	0M	1M	4M	403.57%
Sage	5M	6M	21M	321.52%
Saturn	0M	0M	1M	310.46%
Sorefoz	1M	1M	5M	433.63%
Sound	1M	2M	4M	260.26%
Staples	1M	3M	9M	306.95%
Surface Stores	0M	1M	2M	398.80%
Synthetic	2M	4M	12M	275.98%
Taobao	0M	1M	3M	248.66%
UniEuro	1M	2M	7M	457.03%
Vijay Sales	2M	2M	9M	397.78%
Viveks	2M	2M	8M	348.10%
walmart	1M	3M	10M	370.45%
Zone	0M	2M	5M	336.20%
<b>Grand Total</b>	<b>87M</b>	<b>197M</b>	<b>599M</b>	<b>304.48%</b>



## FILTERS

region All  
division All

## Market Performance vs Targets

All values are in USD

Country	2019	2020	2021	2021-Target	%
Australia	4M	11M	21M	-2M	-10.54%
Austria		0M	3M	0M	-11.74%
Bangladesh	0M	2M	7M	-1M	-10.31%
Canada	5M	12M	35M	-5M	-14.45%
China	1M	5M	23M	-2M	-9.03%
France	4M	7M	26M	-2M	-8.44%
Germany	3M	5M	12M	-2M	-12.72%
India	31M	50M	161M	-10M	-5.92%
Indonesia	3M	6M	18M	-2M	-12.93%
Italy	3M	4M	12M	-1M	-8.96%
Japan		2M	8M	0M	-4.12%
Netherlands	0M	3M	8M	-1M	-8.22%
Newzealand		2M	11M	-1M	-12.30%
Norway		2M	14M	-1M	-10.50%
Pakistan	1M	5M	6M	-1M	-9.27%
Philippines	6M	13M	32M	-2M	-7.84%
Poland	0M	3M	5M	-1M	-18.13%
Portugal	1M	4M	12M	-1M	-4.29%
South Korea	13M	17M	49M	-4M	-8.91%
Spain		2M	13M	-2M	-14.15%
Sweden	0M	0M	2M	0M	-11.11%
United Kingdom	2M	8M	34M	-3M	-8.72%
USA	12M	32M	88M	-10M	-11.66%
<b>Grand Total</b>	<b>87M</b>	<b>197M</b>	<b>599M</b>	<b>-55M</b>	<b>-9.17%</b>



## 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	3M	19M	541.26%
AQ GT 21	1M	4M	461.14%
AQ Home Allin1	1M	5M	668.99%
AQ LION x1	0M	1M	1619.49%
AQ LION x2	0M	1M	1668.87%
AQ LION x3	0M	1M	1692.25%
AQ Mx NB	0M	1M	5623.52%
AQ Pen Drive DRC	1M	4M	487.66%
AQ Smash 2	0M	11M	2489.49%
AQ Zion Saga	1M	4M	428.55%
<b>Grand Total</b>	<b>6M</b>	<b>52M</b>	<b>708.04%</b>



## FILTERS

region All  
customer All

**Division Level Report**  
All values are in USD

Division	2020	2021	21 vs 20 %	
N & S	51M	95M	<div></div>	84.38%
P & A	105M	338M	<div></div>	221.5 3%
PC	40M	166M	<div></div>	313.70%
Grand Total	197M	599M	204.48%	



## FILTERS

region	All
division	All
customer	All

## Top 5 Products

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>19.0M</b>

## FILTERS

region	All
division	All
customer	All

## Bottom 5 Products

Row Labels	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>174.9k</b>



# AtliQ Hardwares



## FILTERS

region	All
division	All
customer	All

## New Products -2021

All values are in USD

Products	2020	2021
AQ Clx3		4M
AQ Electron 3 3600 Desktop		14M
AQ Gen Y		20M
AQ GEN Z		12M
AQ HOME Allin1 Gen 2		4M
AQ Lumina Ms		4M
AQ Marquee P3		5M
AQ Marquee P4		2M
AQ Maxima Ms		14M
AQ MB Lito		3M
AQ MB Lito 2		2M
AQ Qwerty		22M
AQ Qwerty Ms		15M
AQ Trigger		21M
AQ Trigger Ms		18M
AQ Wi Power Dx3		17M
<b>Grand Total</b>		<b>176M</b>

## FILTERS

region	All
customer	All

## Top 5 Countries-2021

All values are in USD

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



# AtliQ Hardwares



## FILTERS

region All  
sub\_zone All  
FY 2021

## P & L for Markets

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philippines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%

# AtliQ Hardwares



## FILTERS

region All  
market All  
division All  
customer All  
FY 2019

## P & L

### By Fiscal Months

All values in USD

Note: Do not modify the pivot table

Metrics	Quarters				Total								
	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	87.5M
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	51.2M
GM	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

region All  
market All  
division All  
customer All  
FY 2020

## P & L

### By Fiscal Months

All values in USD

Metrics	Quarters												Total
	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	196.7M
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	123.4M
GM	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.3%

region All  
market All  
division All  
customer All  
FY 2021

## P & L

### By Fiscal Months

All values in USD

	Quarters													
	Q1			Q2			Q3			Q4			Total	
Metrics	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	598.9M
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	380.7M
GM		16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM %		36.7%	36.5%	36.3%	36.3%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.4%

## Net Sales Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	1981.6%	461.2%	347.0%	178.6%	173.9%	160.3%	204.5%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%	140.7%	148.0%	162.0%	124.8%

# AtliQ Hardwares



## FILTERS

region All  
market All  
customer All  
division All

## P & L

### By Fiscal Years

All values in USD

Note: 21 vs 20 is not part of pivot table

Metrics	Fiscal Years			
	2019	2020	2021	21 vs 20
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Ma	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%