



AtliQ Technologies

ATLIQ HARDWARES SALES & FINANCIAL PERFORMANCE REPORT

Prepared By :

VAIBHAV E DALVI

FILTERS

region	All
market	All
division	All

Customer

Net Sales Performance

All values are in USD

Customers	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%

AtliQ Hardwares



Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%



FILTERS

region All
division All

Market

Performance vs Target

All values are in USD

Country	2019	2020	2021	2021 - Target	Target %
Australia	3.9M	10.7M	21.0M	-2.2M	-9.5%
Austria		0.1M	2.8M	-0.3M	-10.5%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.6%
China	1.4M	5.4M	22.9M	-2.1M	-8.3%
France	4.0M	7.5M	25.9M	-2.2M	-7.8%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.3%
India	30.8M	49.8M	161.3M	-9.6M	-5.6%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.5%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.2%
Japan		1.9M	7.9M	-0.3M	-4.0%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.6%
Newzealand		2.0M	11.4M	-1.4M	-11.0%
Norway		2.5M	13.7M	-1.4M	-9.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.5%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.3%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.3%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.1%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.2%
Spain		1.8M	12.6M	-1.8M	-12.4%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.0%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.0%
USA	11.5M	31.9M	87.8M	-10.2M	-10.4%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-8.4%



FILTERS

region All
division All
customer All

P & L

By Fiscal Year

All values in USD

Note : 21 vs 20 is not part of pivot table

Customers	Fiscal Years			
	2019	2020	2021	21 vs 20
Australia				
Net Sales	3.9M	10.7M	21.0M	<div></div> 96.2%
COGS	2.2M	5.8M	14.1M	<div></div> 143.2%
Gross Margin	1.7M	4.9M	6.9M	<div></div> 40.8%
Gross Margin %	42.57%	45.88%	32.92%	<div></div> -28.2%
Canada				
Net Sales	4.8M	12.2M	35.1M	<div></div> 188.1%
COGS	2.8M	7.1M	21.7M	<div></div> 206.4%
Gross Margin	2.0M	5.1M	13.4M	<div></div> 162.6%
Gross Margin %	41.67%	41.91%	38.21%	<div></div> -8.8%
China				
Net Sales	1.4M	5.4M	22.9M	<div></div> 322.0%
COGS	0.8M	3.3M	13.5M	<div></div> 305.5%
Gross Margin	0.6M	2.1M	9.4M	<div></div> 348.1%
Gross Margin %	44.94%	38.68%	41.07%	<div></div> 6.2%
France				
Net Sales	4.0M	7.5M	25.9M	<div></div> 247.2%
COGS	2.3M	4.3M	14.7M	<div></div> 246.4%
Gross Margin	1.8M	3.2M	11.2M	<div></div> 248.3%
Gross Margin %	44.09%	43.11%	43.24%	<div></div> 0.3%
Germany				
Net Sales	2.6M	4.7M	12.0M	<div></div> 156.2%
COGS	1.6M	3.0M	8.9M	<div></div> 193.8%
Gross Margin	0.9M	1.7M	3.1M	<div></div> 88.3%
Gross Margin %	36.97%	35.63%	26.18%	<div></div> -26.5%
India				
Net Sales	30.8M	49.8M	161.3M	<div></div> 224.0%
COGS	17.8M	33.7M	109.7M	<div></div> 225.0%
Gross Margin	13.1M	16.0M	51.6M	<div></div> 222.0%
Gross Margin %	42.35%	32.21%	32.00%	<div></div> -0.6%
Japan				
Net Sales		1.9M	7.9M	<div></div> 321.1%
COGS		1.2M	4.2M	<div></div> 257.3%
Gross Margin		0.7M	3.7M	<div></div> 430.0%
Gross Margin %		36.96%	46.52%	<div></div> 25.9%
Newzealand				
Net Sales		2.0M	11.4M	<div></div> 474.3%
COGS		1.5M	5.9M	<div></div> 303.8%

AtliQ Hardwares



Gross Margin		0.5M	5.5M	<div></div>	950.7%
Gross Margin %		26.36%	48.23%	<div></div>	83.0%
Norway					
Net Sales		2.5M	13.7M	<div></div>	451.8%
COGS		1.5M	9.6M	<div></div>	525.0%
Gross Margin		0.9M	4.0M	<div></div>	331.0%
Gross Margin %		37.74%	29.48%	<div></div>	-21.9%
Portugal					
Net Sales	0.7M	3.6M	11.8M	<div></div>	229.8%
COGS	0.5M	2.3M	6.8M	<div></div>	198.9%
Gross Margin	0.3M	1.3M	5.0M	<div></div>	284.5%
Gross Margin %	39.29%	36.13%	42.13%	<div></div>	16.6%
South Korea					
Net Sales	12.8M	17.3M	49.0M	<div></div>	183.3%
COGS	6.7M	12.1M	31.4M	<div></div>	158.7%
Gross Margin	6.1M	5.2M	17.6M	<div></div>	241.3%
Gross Margin %	47.54%	29.82%	35.92%	<div></div>	20.5%
Spain					
Net Sales		1.8M	12.6M	<div></div>	611.4%
COGS		1.1M	8.4M	<div></div>	663.2%
Gross Margin		0.7M	4.2M	<div></div>	525.7%
Gross Margin %		37.67%	33.13%	<div></div>	-12.1%
United Kingdom					
Net Sales	2.0M	8.1M	34.2M	<div></div>	322.7%
COGS	1.3M	5.3M	18.7M	<div></div>	252.1%
Gross Margin	0.7M	2.8M	15.4M	<div></div>	459.0%
Gross Margin %	36.19%	34.13%	45.13%	<div></div>	32.2%
USA					
Net Sales	11.5M	31.9M	87.8M	<div></div>	175.0%
COGS	7.7M	19.5M	55.3M	<div></div>	183.9%
Gross Margin	3.8M	12.4M	32.5M	<div></div>	161.0%
Gross Margin %	32.79%	38.97%	36.99%	<div></div>	-5.1%
Total Net Sales	74.6M	159.2M	506.5M	<div></div>	218.1%
Total COGS	43.6M	101.7M	323.0M	<div></div>	217.5%
Total Gross Margin	30.9M	57.5M	183.5M	<div></div>	219.2%
Total Gross Margin %	41.50%	36.11%	36.23%	<div></div>	0.3%



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												Grand 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
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	36.2M
Gross Margin %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

region	All
market	All
division	All
customer	All
FY	2020

P & L
By Fiscal Months

All values in USD

Metrics	Quarters												Grand 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
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	73.3M
Gross Margin %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

region	All
market	All
division	All
customer	All
FY	2021

P & L
By Fiscal Months

All values in USD

Metrics	Quarters				Grand Total								
	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	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
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	218.2M
Gross Margin %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

Net Sales
Comparison

21 vs 20	162.06%	164.68%	159.10%	161.05%	161.40%	162.49%	1981.59%	461.21%	347.02%	178.64%	173.93%	160.31%	204.5%
20 vs 19	164.63%	156.58%	167.27%	161.45%	162.75%	162.02%	-67.07%	22.73%	53.05%	140.65%	148.00%	162.03%	124.8%



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
Grand Total	19.0M

Top 5 Products

FILTERS

region	All
division	All
customer	All

Products	Qty
AQ Gamer 1	51721
AQ GEN Z	63059
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854
AQ Smash 2	36029
Grand Total	174887

Bottom 5 Products



FILTERS

region	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	<div></div> 541.3%
AQ GT 21	0.8M	4.4M	<div></div> 461.1%
AQ Home Allin1	0.7M	5.2M	<div></div> 669.0%
AQ LION x1	0.0M	0.8M	<div></div> 1619.5%
AQ LION x2	0.1M	0.9M	<div></div> 1668.9%
AQ LION x3	0.1M	1.2M	<div></div> 1692.3%
AQ Mx NB	0.0M	1.4M	<div></div> 5623.5%
AQ Pen Drive DRC	0.6M	3.8M	<div></div> 487.7%
AQ Smash 2	0.4M	11.2M	<div></div> 2489.5%
AQ Zion Saga	0.7M	3.6M	<div></div> 428.5%
Grand Total	6.4M	52.0M	708.0%

**FILTERS**

region	All
division	All
customer	All

New Products - 2021

All values are in USD

Products	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
Grand Total		176.2M



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	<div><div></div></div> 84.4%
P & A	105.2M	338.4M	<div><div></div></div> 221.5%
PC	40.1M	165.8M	<div><div></div></div> 313.7%
Grand Total	196.7M	598.9M	204.5%



FILTERS

region	All
customer	All

Top 5 Country - 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
Grand Total	367.2M