



FILTERS

region All
division All

Market
Performance vs Target

Customer	2019	2020	2021	2021 - Target	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-0.1
Austria		0.1 M	2.8 M	-0.3 M	-0.1
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-0.1
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-0.1
China	1.4 M	5.4 M	22.9 M	-2.1 M	-0.1
France	4.0 M	7.5 M	25.9 M	-2.2 M	-0.1
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-0.1
India	30.8 M	49.8 M	161.3 M	-9.6 M	-0.1
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-0.1
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-0.1
Japan		1.9 M	7.9 M	-0.3 M	0.0
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-0.1
Newzealand		2.0 M	11.4 M	-1.4 M	-0.1
Norway		2.5 M	13.7 M	-1.4 M	-0.1
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-0.1
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-0.1
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-0.2
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	0.0
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-0.1
Spain		1.8 M	12.6 M	-1.8 M	-0.1
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-0.1
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-0.1
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-0.1
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-0.1

FILTERS

region	All
market	All
division	All

Customer
Net Sales Performance

Customer	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsocity	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjøp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%
Logic Stores	0.2 M	0.9 M	4.8 M	515.2%

AtliQ Hardwares



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

AtliQ Hardwares



FILTERS

region	All
market	All
division	All
customer	All

P & L By Fiscal Year

Values	Fiscal Year			2021 vs 2020
	2019	2020	2021	
Net Sales	87.5 M	196.7 M	598.9 M	204%
COGS	51.2 M	123.4 M	380.7 M	209%
Gross Margir	36.2 M	73.3 M	218.2 M	198%
GM %	41.43%	37.28%	36.43%	-2%

**FILTERS**

region All
 market All
 division All
 customer All
 FY 2019

P & L
By Fiscal Year

		Fiscal Year					
		Q1		Q2			
Values	Sep	Oct	Nov	Dec	Jan	Feb	
Net Sales	6.5 M	8.0 M	10.7 M	11.4 M	6.5 M	6.1 M	
COGS	3.8 M	4.7 M	6.3 M	6.7 M	3.9 M	3.5 M	
Gross Margin	2.6 M	3.4 M	4.5 M	4.7 M	2.7 M	2.6 M	
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	

region All
 market All
 division All
 customer All
 FY 2020

P & L
By Fiscal Year

		Fiscal Year					
		Q1		Q2			
Values	Sep	Oct	Nov	Dec	Jan	Feb	
Net Sales	17.1 M	20.6 M	28.7 M	29.9 M	17.1 M	15.9 M	
COGS	10.6 M	12.8 M	18.1 M	18.9 M	10.7 M	9.9 M	
Gross Margin	6.5 M	7.8 M	10.6 M	11.0 M	6.5 M	6.0 M	
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	

region All
 market All
 division All
 customer All
 FY 2021

P & L
By Fiscal Year

		Fiscal Year					
		Q1		Q2			
Values	Sep	Oct	Nov	Dec	Jan	Feb	
Net Sales	44.8 M	54.6 M	74.3 M	78.1 M	44.8 M	41.8 M	
COGS	28.4 M	34.7 M	47.4 M	49.8 M	28.4 M	26.5 M	
Gross Margin	16.4 M	19.9 M	27.0 M	28.3 M	16.4 M	15.3 M	
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	



Net Sales Comparsion

21 vs 20	162.06%	164.68%	159.10%	161.05%	161.40%	162.49%
20 vs 19	166.75%	170.02%	162.17%	163.34%	165.89%	167.57%



Q3	Q4					Grand Total
Mar	Apr	May	Jun	Jul	Aug	
6.4 M	6.3 M	6.5 M	6.2 M	6.5 M	6.3 M	87.5 M
3.8 M	3.7 M	3.8 M	3.6 M	3.8 M	3.7 M	51.2 M
2.7 M	2.6 M	2.6 M	2.6 M	2.7 M	2.6 M	36.2 M
41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

Q3	Q4					Grand Total
Mar	Apr	May	Jun	Jul	Aug	
2.1 M	7.8 M	9.9 M	14.9 M	16.1 M	16.5 M	196.7 M
1.3 M	4.8 M	6.2 M	9.3 M	10.2 M	10.5 M	123.4 M
0.8 M	2.9 M	3.7 M	5.5 M	5.9 M	6.1 M	73.3 M
36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

Q3	Q4					Grand Total
Mar	Apr	May	Jun	Jul	Aug	
44.0 M	43.5 M	44.4 M	41.5 M	44.0 M	43.0 M	598.9 M
28.0 M	27.7 M	28.1 M	26.4 M	28.0 M	27.4 M	380.7 M
16.0 M	15.8 M	16.3 M	15.1 M	16.0 M	15.6 M	218.2 M
36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%



1981.59%	461.21%	347.02%	178.64%	173.93%	160.31%	204.5%
1991.88%	473.80%	353.10%	182.29%	175.28%	162.52%	125%



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	641.3%
AQ GT 21	0.8M	4.4M	561.1%
AQ Home Allin1	0.7M	5.2M	769.0%
AQ LION x1	0.0M	0.8M	1719.5%
AQ LION x2	0.1M	0.9M	1768.9%
AQ LION x3	0.1M	1.2M	1792.3%
AQ Mx NB	0.0M	1.4M	5723.5%
AQ Pen Drive DRC	0.6M	3.8M	587.7%
AQ Smash 2	0.4M	11.2M	2589.5%
AQ Zion Saga	0.7M	3.6M	528.5%
Grand Total	6.4M	52.0M	808.0%



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> 184.4%
P & A	105.2M	338.4M	<div></div> 321.5%
PC	40.1M	165.8M	<div></div> 413.7%
Grand Total	196.7M	598.9M	304.5%



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	1.9E+07

Top 5 Products

Bottom 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
Grand Total	174887

**FILTERS**

region	All
division	All
customer	All

New Products - 2021

All values are in USD

Products	2020	2021	21 vs 20
AQ Clx3		4.4M	0.0%
AQ Electron 3 3600 Desktop Processor		14.2M	0.0%
AQ Gen Y		19.5M	0.0%
AQ GEN Z		11.7M	0.0%
AQ HOME Allin1 Gen 2		3.5M	0.0%
AQ Lumina Ms		4.2M	0.0%
AQ Marquee P3		4.9M	0.0%
AQ Marquee P4		1.7M	0.0%
AQ Maxima Ms		13.7M	0.0%
AQ MB Lito		2.8M	0.0%
AQ MB Lito 2		2.3M	0.0%
AQ Qwerty		22.0M	0.0%
AQ Qwerty Ms		15.4M	0.0%
AQ Trigger		20.7M	0.0%
AQ Trigger Ms		17.9M	0.0%
AQ Wi Power Dx3		17.2M	0.0%
Grand Total		176.2M	0.0%



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