































AtliQ Hardwares



| FILTERS | |
|----------|-----|
| market | All |
| region | All |
| division | All |

| Customer | NetSales 19 | NetSales 20 | NetSales 21 | 21 v/s 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% |
| Elkj p | 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% |

AtliQ Hardwares

| | | | | | |
|--------------------|--------------|---------------|---------------|---|---------------|
| 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% |
| 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% |

AtliQ Hardwares



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |

Market Performance v/s Target
All Values are in USD

| Country | NetSales 19 | NetSales 20 | NetSales 21 | 2021 - Target | growth(%) |
|--------------------|--------------|---------------|---------------|---------------|--------------|
| Australia | 3.9M | 10.7M | 21.0M | -2.2M | -10.5% |
| Austria | | 0.1M | 2.8M | -0.3M | -11.7% |
| Bangladesh | 0.5M | 2.3M | 7.0M | -0.7M | -10.3% |
| Canada | 4.8M | 12.2M | 35.1M | -5.1M | -14.5% |
| China | 1.4M | 5.4M | 22.9M | -2.1M | -9.0% |
| France | 4.0M | 7.5M | 25.9M | -2.2M | -8.4% |
| Germany | 2.6M | 4.7M | 12.0M | -1.5M | -12.7% |
| India | 30.8M | 49.8M | 161.3M | -9.6M | -5.9% |
| Indonesia | 2.5M | 6.2M | 18.4M | -2.4M | -12.9% |
| Italy | 2.9M | 4.5M | 11.7M | -1.0M | -9.0% |
| Japan | | 1.9M | 7.9M | -0.3M | -4.1% |
| Netherlands | 0.2M | 3.4M | 8.0M | -0.7M | -8.2% |
| Newzealand | | 2.0M | 11.4M | -1.4M | -12.3% |
| Norway | | 2.5M | 13.7M | -1.4M | -10.5% |
| Pakistan | 0.6M | 4.7M | 5.7M | -0.5M | -9.3% |
| Philippines | 5.7M | 13.4M | 31.9M | -2.5M | -7.8% |
| Poland | 0.4M | 2.8M | 5.2M | -0.9M | -18.1% |
| Portugal | 0.7M | 3.6M | 11.8M | -0.5M | -4.3% |
| South Korea | 12.8M | 17.3M | 49.0M | -4.4M | -8.9% |
| Spain | | 1.8M | 12.6M | -1.8M | -14.1% |
| Sweden | 0.1M | 0.2M | 1.8M | -0.2M | -11.1% |
| United Kingdom | 2.0M | 8.1M | 34.2M | -3.0M | -8.7% |
| USA | 11.5M | 31.9M | 87.8M | -10.2M | -11.7% |
| Grand Total | 87.5M | 196.7M | 598.9M | -54.9M | -9.2% |

AtliQ Hardwares



| FILTERS | |
|----------|-------|
| market | India |
| region | All |
| division | All |

| Customer | NetSales 19 | NetSales 20 | NetSales 21 | 21 v/s 20 |
|--------------------|--------------|--------------|---------------|---------------|
| Amazon | 4.6M | 9.8M | 23.0M | 234.9% |
| Atliq e Store | 1.6M | 3.5M | 8.7M | 249.1% |
| AtliQ Exclusive | 3.4M | 4.7M | 18.4M | 392.6% |
| Croma | 1.7M | 2.5M | 7.5M | 305.1% |
| Ebay | 1.7M | 3.6M | 8.5M | 235.9% |
| Electricalslytical | 1.6M | 2.0M | 8.4M | 431.1% |
| Electricalsociety | 1.8M | 2.3M | 9.4M | 415.1% |
| Expression | 1.5M | 2.2M | 8.8M | 391.2% |
| Ezone | 1.5M | 2.0M | 7.9M | 391.6% |
| Flipkart | 1.9M | 4.3M | 9.9M | 231.8% |
| Girias | 1.5M | 2.1M | 8.7M | 419.3% |
| Lotus | 1.5M | 2.1M | 8.1M | 382.6% |
| Propel | 1.6M | 2.2M | 9.1M | 413.7% |
| Reliance Digital | 1.6M | 2.2M | 8.5M | 387.2% |
| Vijay Sales | 1.7M | 2.1M | 8.5M | 397.8% |
| Viveks | 1.6M | 2.2M | 7.8M | 348.1% |
| Grand Total | 30.8M | 49.8M | 161.3M | 324.0% |



FILTERS

| | |
|----------|-----|
| region | All |
| division | 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 Countries - 2021

All values are in USD



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

| | |
|--------------------------|------------|
| Products | Sum of Qty |
| AQ Gamers | 3.38M |
| AQ Gamers Ms | 3.98M |
| AQ Master wired x1 Ms | 4.15M |
| AQ Master wireless x1 | 3.37M |
| AQ Master wireless x1 Ms | 4.13M |
| Grand Total | 19.00M |

Top 5 Products by Qty

All values are in USD

FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

| | |
|----------------------|------------|
| Products | Sum of Qty |
| AQ Gamer 1 | 51.7 K |
| AQ GEN Z | 63.1 K |
| AQ Home Allin1 | 15.2 K |
| AQ HOME Allin1 Gen 2 | 8.9 K |
| AQ Smash 2 | 36.0 K |
| Grand Total | 174.9 K |

Bottom 5 Products by Qty

All values are in USD



P & L Report (Year)

FILTERS

| | |
|----------|-----|
| customer | All |
| division | All |
| region | All |
| market | All |

P&L By Fiscal Year

All values in USD
NOTE:21 v/s 20 Not
part of pivot table

| Fiscal Years | | | | |
|--------------|-------|--------|--------|-----------|
| Metrics | 2019 | 2020 | 2021 | 21 v/s 20 |
| Net Sales | 87.5M | 196.7M | 598.9M | 204.5% |
| cogs | 51.2M | 123.4M | 380.7M | 208.6% |
| Gross Margin | 36.2M | 73.3M | 218.2M | 197.6% |
| GM % | 41.4% | 37.3% | 36.4% | -2.3% |



P & L Report (Month)

FILTERS

| | |
|----------|------|
| region | All |
| customer | All |
| division | All |
| market | All |
| FY | 2019 |

P&L

By Fiscal Years

All values in USD
21 v's 20 Not part of pivot table

"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 |
| 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 |
| customer | All |
| division | All |
| market | All |
| FY | 2020 |

P&L

By Fiscal Years

All values in USD
21 v's 20 Not part of pivot table

| 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 |
| 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 |
| customer | All |
| division | All |
| market | All |
| FY | 2021 |

P&L

By Fiscal Years

All values in USD
21 v's 20 Not part of pivot table

| 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 |
| 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 v/s 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 v/s 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% |