

# AtliQ Hardwares










































## Filters




























region All  
market All  
division All

## Customer

## Net Sales Performance

All Values are in USD

Customers	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	 278.1%
All-Out		0.2M	0.8M	 395.7%
AltiQ Exclusive	8.1M	15.6M	52.8M	 238.6%
Amazon	12.2M	37.5M	82.1M	 118.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	 206.0%
Atlas Stores	0.2M	0.7M	3.2M	 370.3%
Atliq e Store	7.2M	23.7M	53.0M	 123.8%
Atliq Exclusive	1.5M	2.1M	8.3M	 299.5%
BestBuy	0.9M	1.8M	6.3M	 256.1%
Boulanger	0.2M	0.8M	4.1M	 392.9%
Chip 7	0.6M	1.3M	5.5M	 316.1%
Chiptec		0.4M	3.0M	 622.0%
Control	0.9M	2.2M	7.7M	 249.2%
Coolblue	0.5M	1.2M	4.2M	 260.0%
Costco	1.1M	2.8M	9.3M	 237.4%
Croma	1.7M	2.5M	7.5M	 205.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	 146.9%
Digimarket	0.8M	1.7M	4.1M	 141.1%
Ebay	2.6M	6.3M	15.2M	 142.2%
Electricalsara Stores	0.1M	0.6M	1.9M	 186.0%
Electricalsbea Stores		0.1M	0.7M	 404.6%
Electricalslance Stores	0.1M	0.7M	2.3M	 213.3%
Electricalslytical	1.8M	2.6M	11.9M	 357.5%
Electricalsocity	2.3M	3.5M	12.4M	 258.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	 435.3%
Elite	0.4M	0.8M	4.1M	 395.5%
Elkj�p	0.5M	1.3M	5.2M	 291.9%
Epic Stores	0.4M	0.9M	4.2M	 346.1%
Euronics	0.4M	0.9M	3.9M	 344.7%
Expert	0.8M	1.8M	6.4M	 264.0%
Expression	1.7M	3.0M	9.8M	 228.2%
Ezone	1.5M	2.0M	7.9M	 291.6%
Flawless Stores	0.1M	0.5M	1.8M	 296.3%
Flipkart	2.9M	8.3M	19.3M	 131.0%
Fnac-Darty	0.5M	0.8M	2.9M	 249.8%
Forward Stores	0.6M	1.5M	4.1M	 172.0%
Girias	1.5M	2.1M	8.7M	 319.3%
Info Stores	0.1M	0.5M	1.8M	 284.1%
Insight	0.4M	1.0M	2.8M	 171.8%
Integration Stores		0.2M	1.4M	 787.2%
Leader	4.7M	6.0M	18.8M	 214.8%

Logic Stores	0.2M	0.9M	4.8M		415.2%
Lotus	1.5M	2.1M	8.1M		282.6%
Neptune	1.0M	3.4M	16.1M		371.5%
Nomad Stores	0.5M	1.6M	4.0M		146.9%
Notebillig	0.2M	0.4M	1.1M		187.4%
Nova		0.0M	0.4M		2564.9%
Novus	1.9M	3.7M	9.9M		164.2%
Otto	0.3M	0.4M	1.2M		198.6%
Premium Stores	0.5M	1.1M	3.9M		253.1%
Propel	1.6M	2.5M	10.8M		340.6%
Radio Popular	0.5M	1.5M	5.3M		262.6%
Radio Shack	0.8M	1.7M	5.4M		211.5%
Reliance Digital	1.6M	2.6M	9.7M		277.9%
Relief	0.4M	1.0M	4.1M		303.6%
Sage	4.8M	6.4M	20.7M		221.5%
Saturn	0.2M	0.4M	1.2M		210.5%
Sorefoz	0.6M	1.1M	4.7M		333.6%
Sound	0.6M	1.7M	4.4M		160.3%
Staples	1.2M	2.9M	8.8M		207.0%
Surface Stores	0.1M	0.5M	2.1M		298.8%
Synthetic	1.9M	4.4M	12.2M		176.0%
Taobao	0.2M	1.3M	3.3M		148.7%
UniEuro	0.6M	1.6M	7.3M		357.0%
Vijay Sales	1.7M	2.1M	8.5M		297.8%
Viveks	1.6M	2.2M	7.8M		248.1%
walmart	1.3M	2.6M	9.7M		270.4%
Zone	0.3M	1.6M	5.3M		236.2%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>		<b>204.5%</b>

# AtliQ Hardwares

## Filters

region All  
division All

## Market

### Performance Vs Target

All Values are in USD

Row Labels	2019	2020	2021	2021 - Target	%
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	-0.09174583

## AtliQ Hardwares

### Filters

region	All	P & L by Fiscal Month
market	All	All Values are in USD
division	All	
customer	All	
Fiscal year	2019	

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%

### Filters

region	All	P & L by Fiscal Month
market	All	All Values are in USD
division	All	
customer	All	
Fiscal year	2020	

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%

### Filters

region	All	P & L by Fiscal Month
market	All	All Values are in USD
division	All	
customer	All	
Fiscal year	2021	

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 Perormance











	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
2021 vs 2020	162%	165%	159%	161%	161%	162%	1982%	461%	347%	179%	174%	160%	204%
2020 vs 2019	165%	157%	167%	161%	163%	162%	-67%	23%	53%	141%	148%	162%	125%

# AtliQ Hardwares

## Top 10 Products

All Values are in USD

region All  
division All  
customer All

Row Labels	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	 541%
AQ GT 21	0.8M	4.4M	 461%
AQ Home Allin1	0.7M	5.2M	 669%
AQ LION x1	0.0M	0.8M	 1619%
AQ LION x2	0.1M	0.9M	 1669%
AQ LION x3	0.1M	1.2M	 1692%
AQ Mx NB	0.0M	1.4M	 5624%
AQ Pen Drive DRC	0.6M	3.8M	 488%
AQ Smash 2	0.4M	11.2M	 2489%
AQ Zion Saga	0.7M	3.6M	 429%
Grand Total	6.4M	52.0M	708%

## Top 5 Products

All Values are in USD

region All  
division All  
customer All

Row Labels	Sum of 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

**Bottom 5 Products**

All Values are in USD

region	All
division	All
customer	All

Row Labels	Sum of Qty
AQ Gamer 1	0.1M
AQ GEN Z	0.1M
AQ Home Allin1	0.0M
AQ HOME Allin1 Gen 2	0.0M
AQ Smash 2	0.0M
Grand Total	0.2M

**Top 5 Country - 2021**

All Values are in USD

region	All
customer	All

Row Labels	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	367.2M

# AtliQ Hardwares

Filters

region All  
customer All

Division Level Report  
All Values are in USD

Row Labels	2020	2021	2021 vs 2020	
N & S	51.4M	94.7M	<div></div>	84%
P & A	105.2M	338.4M	<div></div>	222%
PC	40.1M	165.8M	<div></div>	314%
Grand Total	196.7M	598.9M		204%

# AtliQ Hardwares

## Filters

region	All
market	All
division	All

## P % L

### By Fiscal Year

All Values are in USD

Note : 2021 Vs 2022 is not a part of pivot Table

Metrics	Fiscal Years			2021 vs 2020
	2019	2020	2021	
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 %	0.0M	0.0M	0.0M	-2.3%