

AtliQ Hardwares



Customer Net Sales Performance

FILTERS		*All Values are in USD
region	All	
market	All	
division	All	

Customer	2019	2020	2021	2021 vs 2020
Nova		0.0M	0.4M	2664.92%
Integration Stores		0.2M	1.4M	887.19%
Chiptec		0.4M	3.0M	722.03%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Logic Stores	0.2M	0.9M	4.8M	515.17%
Electricalsbea Stores		0.1M	0.7M	504.64%
All-Out		0.2M	0.8M	495.70%
Elite	0.4M	0.8M	4.1M	495.52%
Boulanger	0.2M	0.8M	4.1M	492.93%
Neptune	1.0M	3.4M	16.1M	471.50%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
UniEuro	0.6M	1.6M	7.3M	457.03%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Propel	1.6M	2.5M	10.8M	440.64%
Sorefoz	0.6M	1.1M	4.7M	433.63%
Girias	1.5M	2.1M	8.7M	419.29%
Chip 7	0.6M	1.3M	5.5M	416.07%
Relief	0.4M	1.0M	4.1M	403.57%
Surface Stores	0.1M	0.5M	2.1M	398.80%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Ezone	1.5M	2.0M	7.9M	391.62%
Info Stores	0.1M	0.5M	1.8M	384.09%
Lotus	1.5M	2.1M	8.1M	382.61%
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
Reliance Digital	1.6M	2.6M	9.7M	377.90%
walmart	1.3M	2.6M	9.7M	370.45%
Expert	0.8M	1.8M	6.4M	363.98%
Radio Popular	0.5M	1.5M	5.3M	362.56%
Coolblue	0.5M	1.2M	4.2M	360.00%

Electricalsociety	2.3M	3.5M	12.4M		358.75%
BestBuy	0.9M	1.8M	6.3M		356.08%
Premium Stores	0.5M	1.1M	3.9M		353.09%
Fnac-Darty	0.5M	0.8M	2.9M		349.77%
Control	0.9M	2.2M	7.7M		349.23%
Viveks	1.6M	2.2M	7.8M		348.10%
AtliQ Exclusive	9.6M	17.7M	61.1M		345.77%
Costco	1.1M	2.8M	9.3M		337.37%
Zone	0.3M	1.6M	5.3M		336.20%
Expression	1.7M	3.0M	9.8M		328.24%
Sage	4.8M	6.4M	20.7M		321.52%
Leader	4.7M	6.0M	18.8M		314.81%
Electricalslance Stores	0.1M	0.7M	2.3M		313.34%
Radio Shack	0.8M	1.7M	5.4M		311.51%
Saturn	0.2M	0.4M	1.2M		310.46%
Staples	1.2M	2.9M	8.8M		306.95%
Argos (Sainsbury's)	0.4M	0.7M	2.3M		305.98%
Croma	1.7M	2.5M	7.5M		305.11%
Otto	0.3M	0.4M	1.2M		298.58%
Notebillig	0.2M	0.4M	1.1M		287.39%
Electricalsara Stores	0.1M	0.6M	1.9M		285.96%
Synthetic	1.9M	4.4M	12.2M		275.98%
Forward Stores	0.6M	1.5M	4.1M		271.97%
Insight	0.4M	1.0M	2.8M		271.84%
Novus	1.9M	3.7M	9.9M		264.20%
Sound	0.6M	1.7M	4.4M		260.26%
Taobao	0.2M	1.3M	3.3M		248.66%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M		246.94%
Nomad Stores	0.5M	1.6M	4.0M		246.89%
Ebay	2.6M	6.3M	15.2M		242.16%
Digimarket	0.8M	1.7M	4.1M		241.05%
Flipkart	2.9M	8.3M	19.3M		231.03%
Atliq e Store	7.2M	23.7M	53.0M		223.83%
Amazon	12.2M	37.5M	82.1M		218.87%
Grand Total	87.5M	196.7M	598.9M		304.48%

AtliQ Hardwares



Country wise Market Performance vs Target

FILTERS

region All
division All

*All Values are in USD

Country	2019	2020	2021	2021 - Target	2021 - Target %
Japan		1.9M	7.9M	-0.3M	-4.12%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Norway		2.5M	13.7M	-1.4M	-10.50%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
Austria		0.1M	2.8M	-0.3M	-11.74%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Spain		1.8M	12.6M	-1.8M	-14.15%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.17%

AtliQ Hardwares



Top 10 Products based on Net Sales % Increase

FILTERS

region All
market All
division All

*All Values are in USD

Products	2020	2021	% Increase from 2020 to 2021
AQ Mx NB	0.0M	1.4M	5623.52%
AQ Smash 2	0.4M	11.2M	2489.49%
AQ LION x3	0.1M	1.2M	1692.25%
AQ LION x2	0.1M	0.9M	1668.87%
AQ LION x1	0.0M	0.8M	1619.49%
AQ Home Allin1	0.7M	5.2M	668.99%
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.26%
AQ Pen Drive DRC	0.6M	3.8M	487.66%
AQ GT 21	0.8M	4.4M	461.14%
AQ Zion Saga	0.7M	3.6M	428.55%
Grand Total	6.4M	52.0M	708.04%



Division Net Sales % Increase

FILTERS

region All
customer All

*All Values are in USD

Products	2020	2021	% Increase
PC	40.1M	165.8M	313.70%
P & A	105.2M	338.4M	221.53%
N & S	51.4M	94.7M	84.38%
Grand Total	196.7M	598.9M	204.48%



Top 5 Products in terms on Quantities sold

FILTERS		*All Values are in USD
region	All	
division	All	
customer	All	
Products	Sum of Qty	
AQ Master wired x1 Ms	4.2M	
AQ Master wireless x1 Ms	4.1M	
AQ Gamers Ms	4.0M	
AQ Gamers	3.4M	
AQ Master wireless x1	3.4M	
Grand Total	19.0M	

Bottom 5 Products in terms on Quantities sold

FILTERS		*All Values are in USD
region	All	
division	All	
customer	All	
Products	Sum of Qty	
AQ HOME Allin1 Gen 2	8854	
AQ Home Allin1	15224	
AQ Smash 2	36029	
AQ Gamer 1	51721	
AQ GEN Z	63059	
Grand Total	174887	

AtliQ Hardwares



New Products that Atliq began selling in 2021

FILTERS

*All Values are in USD

region	All
market	All
division	All

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



Top 5 Countries in 2021 Net Sales

FILTERS

*All Values are in USD

region All
division All

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