

Sales View

AtliQ Hardware











vs Target

Region, Market	
All	~
Customer	
Customer	
ΔΙΙ	\

Segment,	Category
All	

Fiscal Ye	ear	
	2018	
	2019	
	2020	

2021

2022 ESt

Quarters	5	
	Q1	
	Q2	
	Q3	
	Q4	
YTD YTG		
	YTD	
	YTG	

Customer Performance

Customer	Net sales \$	Gross	Gross margin
		margin \$	%
Acclaimed Stores	\$73.36M	29.58M	40.32 %
All-Out	\$4.41M	1.68M	38.17 % 🖖
Altiq Exclusive	\$307.17M	145.05M	47.22 %
Amazon	\$496.88M	182.77M	36.78 % 🖖
Argos (Sainsbury'S)	\$13.70M	5.30M	38.70 %
Atlas Stores	\$17.14M	5.43M	31.66 % 🖖
Atliq E Store	\$304.10M	112.15M	36.88 % 🖖
Atliq Exclusive	\$53.95M	21.10M	39.11 %
Bestbuy	\$49.34M	22.15M	44.89 %
Billa	\$6.82M	1.62M	23.80 % 🖖
Boulanger	\$26.02M	10.39M	39.95 %
Chip 7	\$25.62M	8.26M	32.24 % 🖖
Chiptec	\$18.93M	7.37M	38.94 %
Circuit City	\$52.42M	24.51M	46.77 %
Control	\$54.14M	23.51M	43.42 %
Coolblue	\$21.63M	6.94M	32.07 % 🖖
Costco	\$61.81M	24.15M	39.07 %
Croma	\$51.84M	20.67M	39.88 %
•	±		

Product Performance

Segment	Net sales \$	Gross margin \$	Gross margin %
H Networking	\$38.43M	14.78M	38.45 %
+ Storage	\$54.59M	20.93M	38.33 %
Desktop	\$711.08M	272.39M	38.31 %
H Notebook	\$1,580.43M	600.96M	38.03 %
Peripherals	\$897.54M	341.22M	38.02 %
+ Accessories	\$454.10M	172.61M	38.01 %

\$7.37bn \$3.74bn~ LY: \$1.66bn (+342.75%) LY: \$823.85M (+353.5%) **Gross Sales Net Sales**







