

# AtliQ Hardwares

## Filter

division All  
region All

**Market**  
**Performance vs target**  
All Values in USD

Country	2019	2020	2021	20 vs 21	Target 21	2021-target	%
Australia	3.9M	10.7M	21.0M	196.2%	23.2M	-2.2M	-10.5%
Austria		0.1M	2.8M	2401.3%	3.2M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	307.7%	7.7M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	288.1%	40.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	422.0%	25.0M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	347.2%	28.1M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	256.2%	13.5M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	324.0%	170.8M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	296.7%	20.8M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	262.5%	12.8M	-1.0M	-9.0%
Japan		1.9M	7.9M	421.1%	8.2M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	237.9%	8.6M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	574.3%	12.8M	-1.4M	-12.3%
Norway		2.5M	13.7M	551.8%	15.1M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	120.5%	6.2M	-0.5M	-9.3%
Philiphines	5.7M	13.4M	31.9M	238.4%	34.4M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	185.8%	6.1M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	329.8%	12.3M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	283.3%	53.3M	-4.4M	-8.9%
Spain		1.8M	12.6M	711.4%	14.4M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	781.9%	2.0M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	422.7%	37.1M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	275.0%	98.0M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	304.5%	653.8M	-54.9M	-9.2%

# AtliQ Hardwares

Filter

market	All
division	All
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customer	All

P & L

All Values in USD

Note: 21 vs 20 is not part of pivot table

Column Labels				
Values	2019	2020	2021	21 vs 20
Net sales	87.5M	196.7M	598.9M	204%
Cogs	51.2M	123.4M	380.7M	209%
Gross margin	36.2M	73.3M	218.2M	198%
GM %	41.43%	37.28%	36.43%	-2%

# AtliQ Hardwares

## Filter

market  
division  
region

All  
All  
All

Customer  
Net Sales Performance

Customers	2019	2020	2021	20 vs 21
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%
Elkjøp	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%
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%

# AtliQ Hardwares

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



## Filter

market	All
division	All
region	All
customer	All
FY	2019

## P & L

### By Fiscal Years

All Values are in USD

Note: Don't modify the pivot table

Metrics	Fiscal Years Q1		Q2		Q3				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M
Gross Margir	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	####

market	All
division	All
region	All
customer	All
FY	2020

## P & L

### By Fiscal Years

All Values are in USD

Metrics	Fiscal Years Q1		Q2		Q3				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M
Gross Margir	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	####

# AtliQ Hardwares



market	All
division	All
region	All
customer	All
FY	2021

## P & L

### By Fiscal Years

All Values are in USD

Metrics	Fiscal Years Q1		Q2		Q3				
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Net sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M
Gross Margir	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	#####

## Net Sales

### Comparision

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%	#####	461.2%	#####
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%	-67.1%	22.7%	53.1%



Q4		
Jun	Jul	Aug
6.2M	6.5M	6.3M
3.6M	3.8M	3.7M
2.6M	2.7M	2.6M
42.00%	41.48%	41.39%

Q4		
Jun	Jul	Aug
14.9M	16.1M	16.5M
9.3M	10.2M	10.5M
5.5M	5.9M	6.1M
37.27%	36.68%	36.79%



Q4		
Jun	Jul	Aug
41.5M	44.0M	43.0M
26.4M	28.0M	27.4M
15.1M	16.0M	15.6M
36.45%	36.37%	36.26%

178.6%	173.9%	160.3%
140.7%	148.0%	162.0%