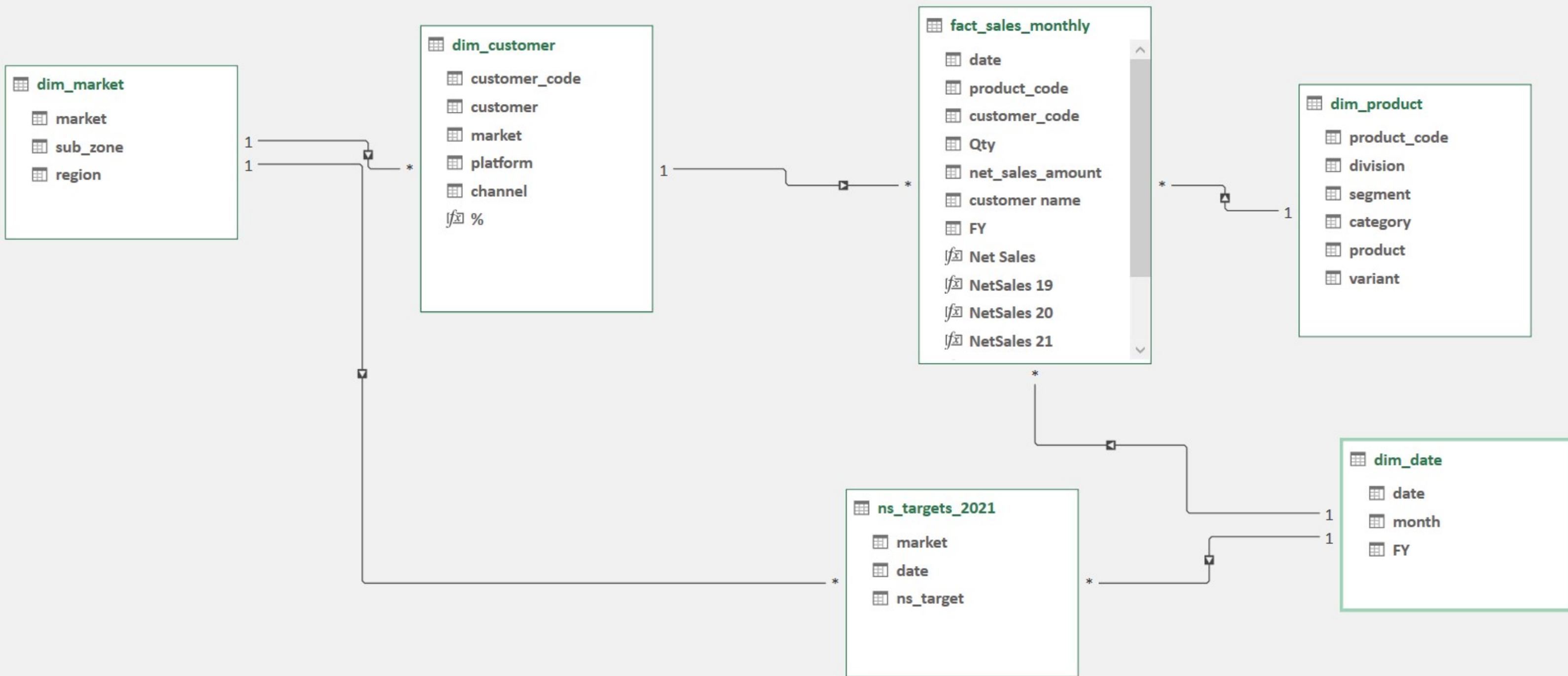


# AtliQ Hardware Sales Report

*Prepared By*  
**VIVEK YADAV**







## FILTERS

region  
market  
division

All  
All  
All

## Customer Net Sales Performance

Customer	2019	2020	2021	21 vs 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%
AtliQ Exclusive	8.1M	15.6M	52.8M	338.6%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	1.5M	2.1M	8.3M	399.5%
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%

# AtliQ Hardwares



Leader	4.7M	6.0M	18.8M	<div style="width: 314.8%;">314.8%</div>
Logic Stores	0.2M	0.9M	4.8M	<div style="width: 515.2%;">515.2%</div>
Lotus	1.5M	2.1M	8.1M	<div style="width: 382.6%;">382.6%</div>
Neptune	1.0M	3.4M	16.1M	<div style="width: 471.5%;">471.5%</div>
Nomad Stores	0.5M	1.6M	4.0M	<div style="width: 246.9%;">246.9%</div>
Notebillig	0.2M	0.4M	1.1M	<div style="width: 287.4%;">287.4%</div>
Nova		0.0M	0.4M	<div style="width: 2664.9%;">2664.9%</div>
Novus	1.9M	3.7M	9.9M	<div style="width: 264.2%;">264.2%</div>
Otto	0.3M	0.4M	1.2M	<div style="width: 298.6%;">298.6%</div>
Premium Stores	0.5M	1.1M	3.9M	<div style="width: 353.1%;">353.1%</div>
Propel	1.6M	2.5M	10.8M	<div style="width: 440.6%;">440.6%</div>
Radio Popular	0.5M	1.5M	5.3M	<div style="width: 362.6%;">362.6%</div>
Radio Shack	0.8M	1.7M	5.4M	<div style="width: 311.5%;">311.5%</div>
Reliance Digital	1.6M	2.6M	9.7M	<div style="width: 377.9%;">377.9%</div>
Relief	0.4M	1.0M	4.1M	<div style="width: 403.6%;">403.6%</div>
Sage	4.8M	6.4M	20.7M	<div style="width: 321.5%;">321.5%</div>
Saturn	0.2M	0.4M	1.2M	<div style="width: 310.5%;">310.5%</div>
Sorefoz	0.6M	1.1M	4.7M	<div style="width: 433.6%;">433.6%</div>
Sound	0.6M	1.7M	4.4M	<div style="width: 260.3%;">260.3%</div>
Staples	1.2M	2.9M	8.8M	<div style="width: 307.0%;">307.0%</div>
Surface Stores	0.1M	0.5M	2.1M	<div style="width: 398.8%;">398.8%</div>
Synthetic	1.9M	4.4M	12.2M	<div style="width: 276.0%;">276.0%</div>
Taobao	0.2M	1.3M	3.3M	<div style="width: 248.7%;">248.7%</div>
UniEuro	0.6M	1.6M	7.3M	<div style="width: 457.0%;">457.0%</div>
Vijay Sales	1.7M	2.1M	8.5M	<div style="width: 397.8%;">397.8%</div>
Viveks	1.6M	2.2M	7.8M	<div style="width: 348.1%;">348.1%</div>
walmart	1.3M	2.6M	9.7M	<div style="width: 370.4%;">370.4%</div>
Zone	0.3M	1.6M	5.3M	<div style="width: 336.2%;">336.2%</div>
<b>Grand Total *</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>304.5%</b>



## FILTERS

region  
division

All  
All

**Market**  
**Performance vs Target**  
All values are in USD

Country	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%
<b>Grand Total *</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-9.2%</b>



## FILTERS

region	All
division	All
customer	All

## Top 10 Products

All values are in USD

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop			
Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
<b>Grand Total</b>	<b>6.4M</b>	<b>52.0M</b>	<b>708.0%</b>



## FILTERS

region	All
customer	All

## Division Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
<b>Grand Total</b>	<b>196.7M</b>	<b>598.9M</b>	<b>204.5%</b>



## FILTERS

region	All
division	All
customer	All

## Top 5 Products

Products	Sum of Qty
AQ Gamers	3376565
AQ Gamers Ms	3975074
AQ Master wired x1 Ms	4151008
AQ Master wireless x1	3371170
AQ Master wireless x1 Ms	4126295
<b>Grand Total</b>	<b>19000112</b>

customer	All
division	All
region	All

## Bottom 5 Products

Products	Sum of Qty
AQ Gamer 1	51721
AQ GEN Z	63059
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854
AQ Smash 2	36029
<b>Grand Total</b>	<b>174887</b>



## FILTERS

region	All
customer	All
division	All

## Net Products 2021

All values in USD

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



## FILTERS

region	All
customer	All

## Top 5 Country - 2021

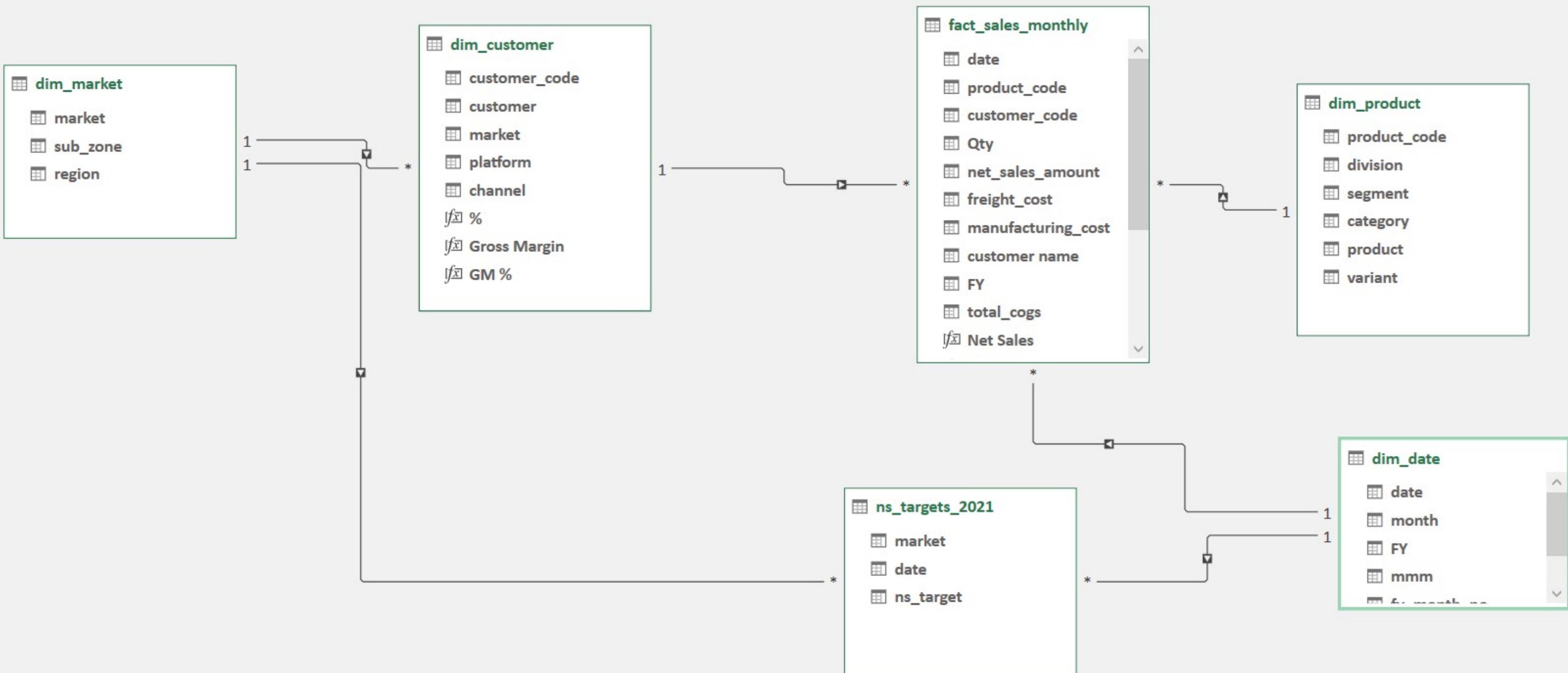
All values are in USD

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

# AtliQ Hardware Finance Report

*Prepared By*  
**VIVEK YADAV**







## FILTERS

region	All
customer	All
division	All

**P & L  
By Fiscal Years**

All values in USD

Note: 21 vs 20 is not part of pivot table

Customer	Fiscal Years			<b>21 vs 20</b>
	<b>2019</b>	<b>2020</b>	<b>2021</b>	
Australia				
Net Sales	3.9M	10.7M	21.0M	96.2%
COGS	2.2M	5.8M	14.1M	143.2%
Gross Margin	1.7M	4.9M	6.9M	40.8%
GM %	42.6%	45.9%	32.9%	-28.2%
Austria				
Net Sales		0.1M	2.8M	2301.3%
COGS		0.1M	2.0M	2172.4%
Gross Margin		0.0M	0.9M	2665.4%
GM %		26.1%	30.1%	15.2%
Bangladesh				
Net Sales	0.5M	2.3M	7.0M	207.7%
COGS	0.3M	1.4M	4.5M	233.5%
Gross Margin	0.1M	0.9M	2.4M	168.4%
GM %	28.7%	39.6%	34.5%	-12.8%
Canada				
Net Sales	4.8M	12.2M	35.1M	188.1%
COGS	2.8M	7.1M	21.7M	206.4%
Gross Margin	2.0M	5.1M	13.4M	162.6%
GM %	41.7%	41.9%	38.2%	-8.8%
China				
Net Sales	1.4M	5.4M	22.9M	322.0%
COGS	0.8M	3.3M	13.5M	305.5%
Gross Margin	0.6M	2.1M	9.4M	348.1%
GM %	44.9%	38.7%	41.1%	6.2%
France				
Net Sales	4.0M	7.5M	25.9M	247.2%
COGS	2.3M	4.3M	14.7M	246.4%
Gross Margin	1.8M	3.2M	11.2M	248.3%
GM %	44.1%	43.1%	43.2%	0.3%
Germany				
Net Sales	2.6M	4.7M	12.0M	156.2%
COGS	1.6M	3.0M	8.9M	193.8%
Gross Margin	0.9M	1.7M	3.1M	88.3%
GM %	37.0%	35.6%	26.2%	-26.5%



	Net Sales	COGS	Gross Margin	GM %	YoY Growth
India					
Net Sales	30.8M	49.8M	161.3M	224.0%	
COGS	17.8M	33.7M	109.7M	225.0%	
Gross Margin	13.1M	16.0M	51.6M	222.0%	
GM %	42.4%	32.2%	32.0%	-0.6%	
Indonesia					
Net Sales	2.5M	6.2M	18.4M	196.7%	
COGS	1.5M	3.5M	11.3M	220.1%	
Gross Margin	1.1M	2.7M	7.1M	165.6%	
GM %	42.0%	42.9%	38.4%	-10.5%	
Italy					
Net Sales	2.9M	4.5M	11.7M	162.5%	
COGS	1.6M	3.1M	8.2M	164.6%	
Gross Margin	1.3M	1.4M	3.5M	157.8%	
GM %	45.6%	30.7%	30.1%	-1.8%	
Japan					
Net Sales	1.9M	7.9M	7.9M	321.1%	
COGS	1.2M	4.2M	4.2M	257.3%	
Gross Margin	0.7M	3.7M	3.7M	430.0%	
GM %	37.0%	46.5%	46.5%	25.9%	
Netherlands					
Net Sales	0.2M	3.4M	8.0M	137.9%	
COGS	0.1M	1.8M	4.6M	164.2%	
Gross Margin	0.1M	1.6M	3.4M	109.2%	
GM %	36.4%	47.8%	42.0%	-12.1%	
Newzealand					
Net Sales	2.0M	11.4M	11.4M	474.3%	
COGS	1.5M	5.9M	5.9M	303.8%	
Gross Margin	0.5M	5.5M	5.5M	950.7%	
GM %	26.4%	48.2%	48.2%	83.0%	
Norway					
Net Sales	2.5M	13.7M	13.7M	451.8%	
COGS	1.5M	9.6M	9.6M	525.0%	
Gross Margin	0.9M	4.0M	4.0M	331.0%	
GM %	37.7%	29.5%	29.5%	-21.9%	
Pakistan					
Net Sales	0.6M	4.7M	5.7M	20.5%	
COGS	0.4M	2.7M	3.6M	34.3%	
Gross Margin	0.2M	2.0M	2.0M	2.0%	
GM %	39.7%	42.8%	36.2%	-15.4%	
Philippines					
Net Sales	5.7M	13.4M	31.9M	138.4%	
COGS	3.4M	7.3M	19.4M	164.6%	
Gross Margin	2.3M	6.0M	12.5M	106.5%	
GM %	39.9%	45.1%	39.1%	-13.4%	
Poland					



	Net Sales	0.4M	2.8M	5.2M	85.8%
	COGS	0.3M	1.7M	3.0M	78.5%
	Gross Margin	0.2M	1.1M	2.2M	96.7%
	GM %	37.4%	40.2%	42.6%	5.9%
Portugal					
	Net Sales	0.7M	3.6M	11.8M	229.8%
	COGS	0.5M	2.3M	6.8M	198.9%
	Gross Margin	0.3M	1.3M	5.0M	284.5%
	GM %	39.3%	36.1%	42.1%	16.6%
South Korea					
	Net Sales	12.8M	17.3M	49.0M	183.3%
	COGS	6.7M	12.1M	31.4M	158.7%
	Gross Margin	6.1M	5.2M	17.6M	241.3%
	GM %	47.5%	29.8%	35.9%	20.5%
Spain					
	Net Sales		1.8M	12.6M	611.4%
	COGS		1.1M	8.4M	663.2%
	Gross Margin		0.7M	4.2M	525.7%
	GM %		37.7%	33.1%	-12.1%
Sweden					
	Net Sales	0.1M	0.2M	1.8M	681.9%
	COGS	0.0M	0.1M	1.1M	735.6%
	Gross Margin	0.0M	0.1M	0.7M	613.8%
	GM %	38.3%	44.1%	40.2%	-8.7%
United Kingdom					
	Net Sales	2.0M	8.1M	34.2M	322.7%
	COGS	1.3M	5.3M	18.7M	252.1%
	Gross Margin	0.7M	2.8M	15.4M	459.0%
	GM %	36.2%	34.1%	45.1%	32.2%
USA					
	Net Sales	11.5M	31.9M	87.8M	175.0%
	COGS	7.7M	19.5M	55.3M	183.9%
	Gross Margin	3.8M	12.4M	32.5M	161.0%
	GM %	32.8%	39.0%	37.0%	-5.1%
<b>Total Net Sales</b>		<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	204.5%
<b>Total COGS</b>		<b>51.2M</b>	<b>123.4M</b>	<b>380.7M</b>	208.6%
<b>Total Gross Margin</b>		<b>36.2M</b>	<b>73.3M</b>	<b>218.2M</b>	197.6%
<b>Total GM %</b>		<b>41.4%</b>	<b>37.3%</b>	<b>36.4%</b>	-2.3%



region	All
market	All
division	All
customer	All
FY	<b>2019</b>

**P & L**  
**By Fiscal Months**

All values in USD

Note: Do not modify the pivot table

<b>Metrics</b>	Quarters					
	<b>Q1</b>		<b>Q2</b>			
Sep	Oct	Nov	Dec	Jan	Feb	
Net Sales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M
Gross Margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M
GM %	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%

region	All
market	All
division	All
customer	All
FY	<b>2020</b>

**P & L**  
**By Fiscal Months**

All values in USD

Note: 21 vs 20 is not part of pivot table

<b>Metrics</b>	Quarters					
	<b>Q1</b>		<b>Q2</b>			
Sep	Oct	Nov	Dec	Jan	Feb	
Net Sales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M
Gross Margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M
GM %	37.8%	37.8%	37.0%	36.8%	37.8%	37.7%

region	All
market	All
division	All
customer	All
FY	<b>2021</b>

**P & L**  
**By Fiscal Months**

All values in USD

Note: 21 vs 20 is not part of pivot table

<b>Metrics</b>	Quarters					
	<b>Q1</b>		<b>Q2</b>			
Sep	Oct	Nov	Dec	Jan	Feb	
Net Sales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M
Gross Margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M
GM %	36.7%	36.5%	36.3%	36.3%	36.7%	36.5%



## Net Sales Comparison

21 vs 20	162.1%	164.7%	159.1%	161.0%	161.4%	162.5%
20 vs 19	164.6%	156.6%	167.3%	161.5%	162.8%	162.0%



## GM% by Quarters (sub\_zone)

### FILTERS

FY 2019

Sub Zone	GM% Quarters				<b>Grand Total</b>
	Q1	Q2	Q3	Q4	
ANZ	43.0%	42.2%	42.6%	42.5%	42.6%
India	42.5%	42.2%	42.0%	42.5%	42.4%
NA	35.1%	35.4%	35.4%	35.7%	35.4%
NE	36.6%	37.0%	36.5%	36.6%	36.7%
ROA	44.5%	44.3%	44.0%	44.5%	44.4%
SE	44.5%	44.1%	44.0%	44.2%	44.2%

FY 2020

Sub Zone	GM% Quarters				<b>Grand Total</b>
	Q1	Q2	Q3	Q4	
ANZ	43.3%	43.0%	42.8%	41.8%	42.8%
India	32.3%	32.1%	32.4%	32.0%	32.2%
NA	39.9%	40.1%	39.1%	39.7%	39.8%
NE	37.6%	37.8%	38.5%	37.7%	37.8%
ROA	38.4%	38.3%	38.8%	37.7%	38.2%
SE	38.5%	37.3%	38.2%	37.8%	37.9%

FY 2021

Sub Zone	GM% Quarters				<b>Grand Total</b>
	Q1	Q2	Q3	Q4	
ANZ	39.0%	37.8%	38.3%	38.0%	38.3%
India	32.3%	31.8%	31.9%	32.0%	32.0%
NA	37.1%	37.4%	37.5%	37.4%	37.3%
NE	37.9%	38.7%	38.2%	38.3%	38.3%

# Atliq Hardwares



ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%

**FILTERS**

region	All
sub_zone	All
FY	2021

**P & L  
for Markets**

All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	20.99M	14.1M	6.9M	32.9%
Austria	2.84M	2.0M	0.9M	30.1%
Bangladesh	6.95M	4.5M	2.4M	34.5%
Canada	35.06M	21.7M	13.4M	38.2%
China	22.89M	13.5M	9.4M	41.1%
France	25.94M	14.7M	11.2M	43.2%
Germany	12.01M	8.9M	3.1M	26.2%
India	161.26M	109.7M	51.6M	32.0%
Indonesia	18.41M	11.3M	7.1M	38.4%
Italy	11.72M	8.2M	3.5M	30.1%
Japan	7.92M	4.2M	3.7M	46.5%
Netherlands	7.98M	4.6M	3.4M	42.0%
Newzealand	11.40M	5.9M	5.5M	48.2%
Norway	13.68M	9.6M	4.0M	29.5%
Pakistan	5.66M	3.6M	2.0M	36.2%
Philippines	31.86M	19.4M	12.5M	39.1%
Poland	5.19M	3.0M	2.2M	42.6%
Portugal	11.83M	6.8M	5.0M	42.1%
South Korea	48.97M	31.4M	17.6M	35.9%
Spain	12.62M	8.4M	4.2M	33.1%
Sweden	1.77M	1.1M	0.7M	40.2%
United Kingdom	34.15M	18.7M	15.4M	45.1%
USA	87.78M	55.3M	32.5M	37.0%