



Atliq

Hardware

Sales Report
2019-2021

AtliQ Hardwares



| FILTERS | |
|----------|-----|
| region | All |
| market | All |
| division | All |

Customer Net Sales Performance

| Customer | 2019 | 2020 | 20221 | 2021 vs 2020 |
|-------------------------|--------|--------|--------|--------------|
| Acclaimed Stores | 1.42M | 2.89M | 10.92M | 378.08% |
| All-Out | | 0.16M | 0.81M | 495.70% |
| Amazon | 12.17M | 37.51M | 82.09M | 218.87% |
| Argos (Sainsbury's) | 0.35M | 0.74M | 2.27M | 305.98% |
| Atlas Stores | 0.18M | 0.67M | 3.17M | 470.34% |
| Atliq e Store | 7.18M | 23.67M | 52.98M | 223.83% |
| AtliQ Exclusive | 9.58M | 17.68M | 61.12M | 345.77% |
| BestBuy | 0.85M | 1.77M | 6.31M | 356.08% |
| Boulanger | 0.24M | 0.83M | 4.07M | 492.93% |
| Chip 7 | 0.60M | 1.32M | 5.51M | 416.07% |
| Chiptec | | 0.42M | 3.02M | 722.03% |
| Control | 0.91M | 2.20M | 7.67M | 349.23% |
| Coolblue | 0.46M | 1.18M | 4.25M | 360.00% |
| Costco | 1.14M | 2.75M | 9.29M | 337.37% |
| Croma | 1.67M | 2.47M | 7.55M | 305.11% |
| Currys (Dixons Carphon | 0.29M | 0.76M | 1.87M | 246.94% |
| Digimarket | 0.80M | 1.72M | 4.14M | 241.05% |
| Ebay | 2.61M | 6.27M | 15.17M | 242.16% |
| Electricalsara Stores | 0.12M | 0.65M | 1.85M | 285.96% |
| Electricalsbea Stores | | 0.14M | 0.72M | 504.64% |
| Electricalslance Stores | 0.10M | 0.75M | 2.35M | 313.34% |
| Electricalslytical | 1.80M | 2.61M | 11.94M | 457.50% |
| Electricalsociety | 2.34M | 3.46M | 12.42M | 358.75% |
| Electricalsquipo Stores | 0.18M | 0.68M | 3.64M | 535.32% |
| Elite | 0.42M | 0.83M | 4.13M | 495.52% |
| Elkjøp | 0.46M | 1.32M | 5.16M | 391.90% |
| Epic Stores | 0.41M | 0.94M | 4.19M | 446.06% |
| Euronics | 0.36M | 0.88M | 3.90M | 444.67% |
| Expert | 0.79M | 1.77M | 6.43M | 363.98% |
| Expression | 1.65M | 2.99M | 9.82M | 328.24% |
| Ezone | 1.53M | 2.02M | 7.92M | 391.62% |
| Flawless Stores | 0.07M | 0.46M | 1.81M | 396.28% |
| Flipkart | 2.94M | 8.35M | 19.29M | 231.03% |
| Fnac-Darty | 0.54M | 0.82M | 2.87M | 349.77% |
| Forward Stores | 0.56M | 1.50M | 4.07M | 271.97% |
| Girias | 1.55M | 2.07M | 8.67M | 419.29% |
| Info Stores | 0.07M | 0.48M | 1.84M | 384.09% |
| Insight | 0.42M | 1.01M | 2.76M | 271.84% |
| Integration Stores | | 0.16M | 1.44M | 887.19% |
| Leader | 4.68M | 5.97M | 18.80M | 314.81% |
| Logic Stores | 0.17M | 0.93M | 4.81M | 515.17% |

AtliQ Hardwares



| | | | | | |
|--------------------|---------------|----------------|----------------|---|----------------|
| Lotus | 1.48M | 2.11M | 8.09M | <div style="width: 100%;"> </div> | 382.61% |
| Neptune | 0.99M | 3.42M | 16.11M | <div style="width: 100%;"> </div> | 471.50% |
| Nomad Stores | 0.53M | 1.63M | 4.02M | <div style="width: 100%;"> </div> | 246.89% |
| Notebillig | 0.25M | 0.39M | 1.12M | <div style="width: 100%;"> </div> | 287.39% |
| Nova | | 0.01M | 0.35M | <div style="width: 100%; background-color: #ffccbc;">2664.92%</div> | |
| Novus | 1.87M | 3.73M | 9.85M | <div style="width: 100%;"> </div> | 264.20% |
| Otto | 0.26M | 0.40M | 1.20M | <div style="width: 100%;"> </div> | 298.58% |
| Premium Stores | 0.46M | 1.10M | 3.88M | <div style="width: 100%;"> </div> | 353.09% |
| Propel | 1.59M | 2.46M | 10.83M | <div style="width: 100%;"> </div> | 440.64% |
| Radio Popular | 0.51M | 1.45M | 5.27M | <div style="width: 100%;"> </div> | 362.56% |
| Radio Shack | 0.81M | 1.75M | 5.44M | <div style="width: 100%;"> </div> | 311.51% |
| Reliance Digital | 1.62M | 2.57M | 9.73M | <div style="width: 100%;"> </div> | 377.90% |
| Relief | 0.39M | 1.01M | 4.06M | <div style="width: 100%;"> </div> | 403.57% |
| Sage | 4.83M | 6.44M | 20.70M | <div style="width: 100%;"> </div> | 321.52% |
| Saturn | 0.23M | 0.38M | 1.19M | <div style="width: 100%;"> </div> | 310.46% |
| Sorefoz | 0.55M | 1.07M | 4.66M | <div style="width: 100%;"> </div> | 433.63% |
| Sound | 0.56M | 1.67M | 4.36M | <div style="width: 100%;"> </div> | 260.26% |
| Staples | 1.24M | 2.85M | 8.75M | <div style="width: 100%;"> </div> | 306.95% |
| Surface Stores | 0.09M | 0.53M | 2.12M | <div style="width: 100%;"> </div> | 398.80% |
| Synthetic | 1.89M | 4.42M | 12.19M | <div style="width: 100%;"> </div> | 275.98% |
| Taobao | 0.22M | 1.33M | 3.30M | <div style="width: 100%;"> </div> | 248.66% |
| UniEuro | 0.60M | 1.61M | 7.35M | <div style="width: 100%;"> </div> | 457.03% |
| Vijay Sales | 1.73M | 2.15M | 8.53M | <div style="width: 100%;"> </div> | 397.78% |
| Viveks | 1.55M | 2.24M | 7.78M | <div style="width: 100%;"> </div> | 348.10% |
| walmart | 1.26M | 2.63M | 9.73M | <div style="width: 100%;"> </div> | 370.45% |
| Zone | 0.34M | 1.56M | 5.26M | <div style="width: 100%;"> </div> | 336.20% |
| Grand Total | 87.48M | 196.69M | 598.88M | | 304.48% |



| FILTERS | |
|----------|-----|
| region | All |
| division | All |

Market Performance vs Target

| Country | 2019 | 2020 | 2021 | 2021 - Target | % |
|----------------|--------|---------|---------|---------------|---------|
| Australia | 3.88M | 10.70M | 20.99M | -2.21M | -9.54% |
| Austria | | 0.12M | 2.84M | -0.33M | -10.50% |
| Bangladesh | 0.48M | 2.26M | 6.95M | -0.72M | -9.35% |
| Canada | 4.76M | 12.17M | 35.06M | -5.07M | -12.63% |
| China | 1.43M | 5.42M | 22.89M | -2.07M | -8.28% |
| France | 4.04M | 7.47M | 25.94M | -2.19M | -7.78% |
| Germany | 2.56M | 4.69M | 12.01M | -1.53M | -11.29% |
| India | 30.82M | 49.77M | 161.26M | -9.55M | -5.59% |
| Indonesia | 2.52M | 6.21M | 18.41M | -2.38M | -11.45% |
| Italy | 2.90M | 4.46M | 11.72M | -1.05M | -8.22% |
| Japan | | 1.88M | 7.92M | -0.33M | -3.96% |
| Netherlands | 0.23M | 3.36M | 7.98M | -0.66M | -7.59% |
| Newzealand | | 1.99M | 11.40M | -1.40M | -10.95% |
| Norway | | 2.48M | 13.68M | -1.44M | -9.50% |
| Pakistan | 0.62M | 4.69M | 5.66M | -0.52M | -8.48% |
| Philippines | 5.69M | 13.37M | 31.86M | -2.50M | -7.27% |
| Poland | 0.41M | 2.79M | 5.19M | -0.94M | -15.35% |
| Portugal | 0.75M | 3.59M | 11.83M | -0.51M | -4.12% |
| South Korea | 12.80M | 17.28M | 48.97M | -4.36M | -8.18% |
| Spain | | 1.77M | 12.62M | -1.79M | -12.39% |
| Sweden | 0.05M | 0.23M | 1.77M | -0.20M | -10.00% |
| United Kingdor | 2.00M | 8.08M | 34.15M | -2.98M | -8.02% |
| USA | 11.53M | 31.92M | 87.78M | -10.24M | -10.44% |
| Grand Total | 87.48M | 196.69M | 598.88M | -54.94M | -8.40% |



| FILTERS | |
|----------|-----|
| market | All |
| region | All |
| division | All |
| customer | All |

P & L By Fiscal Year

All values in USD

Note: 21 vs 20 is not a part of pivot table

| Metrics | Fiscal Year | | | 21 vs 20 |
|--------------|-------------|---------|---------|----------|
| | 2019 | 2020 | 2021 | |
| Net Sales | 87.48M | 196.69M | 598.88M | 204.48% |
| Cogs | 51.24M | 123.37M | 380.71M | 208.59% |
| Gross Margin | 36.24M | 73.32M | 218.16M | 197.55% |
| GM % | 41.43% | 37.28% | 36.43% | -2.27% |
| COGS % | 58.57% | 62.72% | 63.57% | 1.35% |



| FILTERS | |
|----------|------|
| region | All |
| sub_zone | All |
| FY Year | 2021 |

P & L
For Market
All values in USD

| Market | Net Sales | Cogs | Gross Margin | GM % | COGS % |
|----------------|-----------|---------|--------------|--------|--------|
| Australia | 20.99M | 14.08M | 6.91M | 32.92% | 67.08% |
| Austria | 2.84M | 1.98M | 0.86M | 30.11% | 69.89% |
| Bangladesh | 6.95M | 4.55M | 2.40M | 34.54% | 65.46% |
| Canada | 35.06M | 21.66M | 13.39M | 38.21% | 61.79% |
| China | 22.89M | 13.49M | 9.40M | 41.07% | 58.93% |
| France | 25.94M | 14.73M | 11.22M | 43.24% | 56.76% |
| Germany | 12.01M | 8.86M | 3.14M | 26.18% | 73.82% |
| India | 161.26M | 109.65M | 51.61M | 32.00% | 68.00% |
| Indonesia | 18.41M | 11.34M | 7.07M | 38.41% | 61.59% |
| Italy | 11.72M | 8.19M | 3.53M | 30.13% | 69.87% |
| Japan | 7.92M | 4.24M | 3.69M | 46.52% | 53.48% |
| Netherlands | 7.98M | 4.63M | 3.36M | 42.03% | 57.97% |
| Newzealand | 11.40M | 5.90M | 5.50M | 48.23% | 51.77% |
| Norway | 13.68M | 9.65M | 4.03M | 29.48% | 70.52% |
| Pakistan | 5.66M | 3.61M | 2.05M | 36.18% | 63.82% |
| Philippines | 31.86M | 19.40M | 12.45M | 39.09% | 60.91% |
| Poland | 5.19M | 2.98M | 2.21M | 42.56% | 57.44% |
| Portugal | 11.83M | 6.85M | 4.98M | 42.13% | 57.87% |
| South Korea | 48.97M | 31.38M | 17.59M | 35.92% | 64.08% |
| Spain | 12.62M | 8.44M | 4.18M | 33.13% | 66.87% |
| Sweden | 1.77M | 1.06M | 0.71M | 40.22% | 59.78% |
| United Kingdom | 34.15M | 18.74M | 15.41M | 45.13% | 54.87% |
| USA | 87.78M | 55.31M | 32.47M | 36.99% | 63.01% |
| Grand Total | 598.88M | 380.71M | 218.16M | 36.43% | 63.57% |



| FILTERS | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY Year | 2019 |

P & L By Fiscal Months

All values in USD

Note: Do not Modify the pivot table

| Metrics | Fiscal Year | | | | | | | | | | | | Grand Total | |
|--------------|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|--|
| | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | |
| | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | | |
| Net Sales | 6.46M | 8.04M | 10.74M | 11.44M | 6.52M | 6.08M | 6.41M | 6.32M | 6.49M | 6.18M | 6.48M | 6.31M | 87.48M | |
| Cogs | 3.82M | 4.66M | 6.28M | 6.70M | 3.86M | 3.53M | 3.75M | 3.71M | 3.84M | 3.59M | 3.79M | 3.70M | 51.24M | |
| Gross Margin | 2.64M | 3.37M | 4.45M | 4.73M | 2.67M | 2.55M | 2.66M | 2.62M | 2.65M | 2.60M | 2.69M | 2.61M | 36.24M | |
| GM % | 40.87% | 41.97% | 41.49% | 41.39% | 40.87% | 41.94% | 41.45% | 41.39% | 40.79% | 42.00% | 41.48% | 41.39% | 41.43% | |

| FILTERS | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY Year | 2020 |

P & L By Fiscal Months

All values in USD

| Metrics | Fiscal Year | | | | | | | | | | | | Grand Total | |
|--------------|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|--|
| | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | |
| | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | | |
| Net Sales | 17.10M | 20.63M | 28.69M | 29.90M | 17.13M | 15.93M | 2.11M | 7.76M | 9.93M | 14.88M | 16.08M | 16.54M | 196.69M | |
| Cogs | 10.64M | 12.83M | 18.07M | 18.89M | 10.67M | 9.92M | 1.34M | 4.83M | 6.21M | 9.34M | 10.18M | 10.45M | 123.37M | |
| Gross Margin | 6.46M | 7.79M | 10.63M | 11.01M | 6.47M | 6.01M | 0.77M | 2.93M | 3.72M | 5.55M | 5.90M | 6.08M | 73.32M | |
| GM % | 37.77% | 37.78% | 37.04% | 36.81% | 37.75% | 37.74% | 36.68% | 37.73% | 37.49% | 37.27% | 36.68% | 36.79% | 37.28% | |

| FILTERS | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY Year | 2021 |

P & L By Fiscal Months

All values in USD

| Metrics | Fiscal Year | | | | | | | | | | | | Grand Total | |
|--------------|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|--|
| | Q1 | | | Q2 | | | Q3 | | | Q4 | | | | |
| | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | | |
| Net Sales | 44.82M | 54.59M | 74.34M | 78.06M | 44.79M | 41.82M | 43.95M | 43.54M | 44.40M | 41.47M | 44.05M | 43.05M | 598.88M | |
| Cogs | 28.39M | 34.65M | 47.36M | 49.76M | 28.36M | 26.54M | 27.97M | 27.72M | 28.13M | 26.35M | 28.03M | 27.44M | 380.71M | |
| Gross Margin | 16.43M | 19.94M | 26.98M | 28.30M | 16.43M | 15.28M | 15.98M | 15.82M | 16.27M | 15.11M | 16.02M | 15.61M | 218.16M | |
| GM % | 36.65% | 36.52% | 36.29% | 36.26% | 36.68% | 36.53% | 36.37% | 36.33% | 36.63% | 36.45% | 36.37% | 36.26% | 36.43% | |

| Net Sales Comparison | | | | | | | | | | | | | |
|----------------------|---------|---------|---------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|
| 21 vs 20 | 162.06% | 164.68% | 159.10% | 161.05% | 161.40% | 162.49% | 1981.59% | 461.21% | 347.02% | 178.64% | 173.93% | 160.31% | 204.48% |
| 20 vs 19 | 164.63% | 156.58% | 167.27% | 161.45% | 162.75% | 162.02% | -67.07% | 22.73% | 53.05% | 140.65% | 148.00% | 162.03% | 124.85% |



| FILTERS | |
|----------|-----|
| region | All |
| customer | All |

Top 5 Countries - 2021 Net Sales

All values are in USD

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



| FILTERS | |
|----------|-----|
| region | All |
| customer | All |

Division Level Report

All values are in USD

| Division | 2020 | 2021 | % increase from 20 to 21 |
|-------------|---------|---------|--------------------------|
| N & S | 51.38M | 94.73M | 84.38% |
| P & A | 105.24M | 338.38M | 221.53% |
| PC | 40.07M | 165.76M | 313.70% |
| Grand Total | 196.69M | 598.88M | 204.48% |

AtliQ Hardwares



GM% by Quarters (sub_zone)

| FILTERS | |
|---------|------|
| FY Year | 2019 |

| GM % | Quarters | | | | |
|---------|----------|-------|-------|-------|-------|
| SubZone | | Q1 | Q2 | Q3 | Q4 |
| ANZ | | 43.0% | 42.2% | 42.6% | 42.5% |
| India | | 42.5% | 42.2% | 42.0% | 42.5% |
| NA | | 35.1% | 35.4% | 35.4% | 35.7% |
| NE | | 36.6% | 37.0% | 36.5% | 36.6% |
| ROA | | 44.5% | 44.3% | 44.0% | 44.5% |
| SE | | 44.5% | 44.1% | 44.0% | 44.2% |

| FILTERS | |
|---------|------|
| FY Year | 2020 |

| GM % | Quarters | | | | |
|---------|----------|-------|-------|-------|-------|
| SubZone | | Q1 | Q2 | Q3 | Q4 |
| ANZ | | 43.3% | 43.0% | 42.8% | 41.8% |
| India | | 32.3% | 32.1% | 32.4% | 32.0% |
| NA | | 39.9% | 40.1% | 39.1% | 39.7% |
| NE | | 37.6% | 37.8% | 38.5% | 37.7% |
| ROA | | 38.4% | 38.3% | 38.8% | 37.7% |
| SE | | 38.5% | 37.3% | 38.2% | 37.8% |

| FILTERS | |
|---------|------|
| FY Year | 2021 |

| GM % | Quarters | | | | |
|---------|----------|-------|-------|-------|-------|
| SubZone | | Q1 | Q2 | Q3 | Q4 |
| ANZ | | 39.0% | 37.8% | 38.3% | 38.0% |
| India | | 32.3% | 31.8% | 31.9% | 32.0% |
| NA | | 37.1% | 37.4% | 37.5% | 37.4% |
| NE | | 37.9% | 38.7% | 38.2% | 38.3% |
| ROA | | 38.5% | 38.4% | 38.1% | 38.1% |
| SE | | 38.6% | 38.3% | 38.6% | 38.5% |

AtliQ Hardwares



| FILTERS | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

New Products Sold in 2021

All values are in USD

| Product | 2021 |
|--------------------------------------|---------|
| AQ Clx3 | 4.39M |
| AQ Electron 3 3600 Desktop Processor | 14.21M |
| AQ Gen Y | 19.52M |
| AQ GEN Z | 11.70M |
| AQ HOME Allin1 Gen 2 | 3.51M |
| AQ Lumina Ms | 4.21M |
| AQ Marquee P3 | 4.86M |
| AQ Marquee P4 | 1.68M |
| AQ Maxima Ms | 13.66M |
| AQ MB Lito | 2.85M |
| AQ MB Lito 2 | 2.29M |
| AQ Qwerty | 21.98M |
| AQ Qwerty Ms | 15.41M |
| AQ Trigger | 20.74M |
| AQ Trigger Ms | 17.90M |
| AQ Wi Power Dx3 | 17.25M |
| Grand Total | 176.16M |

AtliQ Hardwares



| FILTERS | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

Top 10 Products

All values are in USD

| Product | 2020 | 2021 | 21 VS 20 |
|--------------------------------------|-------|--------|----------|
| AQ Mx NB | 0.03M | 1.44M | 5723.52% |
| AQ Smash 2 | 0.43M | 11.21M | 2589.49% |
| AQ LION x3 | 0.07M | 1.23M | 1792.25% |
| AQ LION x2 | 0.05M | 0.94M | 1768.87% |
| AQ LION x1 | 0.05M | 0.84M | 1719.49% |
| AQ Home Allin1 | 0.67M | 5.16M | 768.99% |
| AQ Electron 4 3600 Desktop Processor | 3.02M | 19.35M | 641.26% |
| AQ Pen Drive DRC | 0.65M | 3.81M | 587.66% |
| AQ GT 21 | 0.78M | 4.38M | 561.14% |
| AQ Zion Saga | 0.69M | 3.64M | 528.55% |
| Grand Total | 6.43M | 51.99M | 808.04% |

AtliQ Hardwares



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

Top 5 Products by Quantity Sold

| Products | Quantity Sold |
|--------------------------|---------------|
| 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 |

FILTERS

| | |
|----------|-----|
| region | All |
| division | All |
| customer | All |

Bottom 5 Products by Quantity Sold

| Products | Quantity Sold |
|----------------------|---------------|
| AQ HOME Allin1 Gen 2 | 8.9K |
| AQ Home Allin1 | 15.2K |
| AQ Smash 2 | 36.0K |
| AQ Gamer 1 | 51.7K |
| AQ GEN Z | 63.1K |
| Grand Total | 174.9K |