



# AtliQ Hardware






















## FILTERS

region	All
market	All
division	All

## Customer Net sales Performance Report

All values are in Usd currency

Customers	2019	2020	2021	2021vs2020
Nova		\$0.0 M	\$0.4 M	2664.9%
Integration Stores		\$0.2 M	\$1.4 M	887.2%
Chiptec		\$0.4 M	\$3.0 M	722.0%
Electricalsquipo Stores	\$0.2 M	\$0.7 M	\$3.6 M	535.3%
Logic Stores	\$0.2 M	\$0.9 M	\$4.8 M	515.2%
Electricalsbea Stores		\$0.1 M	\$0.7 M	504.6%
All-Out		\$0.2 M	\$0.8 M	495.7%
Elite	\$0.4 M	\$0.8 M	\$4.1 M	495.5%
Boulanger	\$0.2 M	\$0.8 M	\$4.1 M	492.9%
Neptune	\$1.0 M	\$3.4 M	\$16.1 M	471.5%
Atlas Stores	\$0.2 M	\$0.7 M	\$3.2 M	470.3%
Electricalslytical	\$1.8 M	\$2.6 M	\$11.9 M	457.5%
UniEuro	\$0.6 M	\$1.6 M	\$7.3 M	457.0%
Epic Stores	\$0.4 M	\$0.9 M	\$4.2 M	446.1%
Euronics	\$0.4 M	\$0.9 M	\$3.9 M	444.7%
Propel	\$1.6 M	\$2.5 M	\$10.8 M	440.6%
Sorefoz	\$0.6 M	\$1.1 M	\$4.7 M	433.6%
Girias	\$1.5 M	\$2.1 M	\$8.7 M	419.3%
Chip 7	\$0.6 M	\$1.3 M	\$5.5 M	416.1%
Relief	\$0.4 M	\$1.0 M	\$4.1 M	403.6%
Surface Stores	\$0.1 M	\$0.5 M	\$2.1 M	398.8%
Vijay Sales	\$1.7 M	\$2.1 M	\$8.5 M	397.8%
Flawless Stores	\$0.1 M	\$0.5 M	\$1.8 M	396.3%
Elkj�p	\$0.5 M	\$1.3 M	\$5.2 M	391.9%
Ezone	\$1.5 M	\$2.0 M	\$7.9 M	391.6%
Info Stores	\$0.1 M	\$0.5 M	\$1.8 M	384.1%
Lotus	\$1.5 M	\$2.1 M	\$8.1 M	382.6%
Acclaimed Stores	\$1.4 M	\$2.9 M	\$10.9 M	378.1%
Reliance Digital	\$1.6 M	\$2.6 M	\$9.7 M	377.9%
walmart	\$1.3 M	\$2.6 M	\$9.7 M	370.4%
Expert	\$0.8 M	\$1.8 M	\$6.4 M	364.0%
Radio Popular	\$0.5 M	\$1.5 M	\$5.3 M	362.6%
Coolblue	\$0.5 M	\$1.2 M	\$4.2 M	360.0%
Electricalsocity	\$2.3 M	\$3.5 M	\$12.4 M	358.8%
BestBuy	\$0.9 M	\$1.8 M	\$6.3 M	356.1%
Premium Stores	\$0.5 M	\$1.1 M	\$3.9 M	353.1%
Fnac-Darty	\$0.5 M	\$0.8 M	\$2.9 M	349.8%
Control	\$0.9 M	\$2.2 M	\$7.7 M	349.2%
Viveks	\$1.6 M	\$2.2 M	\$7.8 M	348.1%
AtliQ Exclusive	\$9.6 M	\$17.7 M	\$61.1 M	345.8%
Costco	\$1.1 M	\$2.8 M	\$9.3 M	337.4%
Zone	\$0.3 M	\$1.6 M	\$5.3 M	336.2%
Expression	\$1.7 M	\$3.0 M	\$9.8 M	328.2%
Sage	\$4.8 M	\$6.4 M	\$20.7 M	321.5%
Leader	\$4.7 M	\$6.0 M	\$18.8 M	314.8%
Electricalslance Stores	\$0.1 M	\$0.7 M	\$2.3 M	313.3%
Radio Shack	\$0.8 M	\$1.7 M	\$5.4 M	311.5%

Saturn	\$0.2 M	\$0.4 M	\$1.2 M		310.5%
Staples	\$1.2 M	\$2.9 M	\$8.8 M		307.0%
Argos (Sainsbury's)	\$0.4 M	\$0.7 M	\$2.3 M		306.0%
Croma	\$1.7 M	\$2.5 M	\$7.5 M		305.1%
Otto	\$0.3 M	\$0.4 M	\$1.2 M		298.6%
Notebillig	\$0.2 M	\$0.4 M	\$1.1 M		287.4%
Electricalsara Stores	\$0.1 M	\$0.6 M	\$1.9 M		286.0%
Synthetic	\$1.9 M	\$4.4 M	\$12.2 M		276.0%
Forward Stores	\$0.6 M	\$1.5 M	\$4.1 M		272.0%
Insight	\$0.4 M	\$1.0 M	\$2.8 M		271.8%
Novus	\$1.9 M	\$3.7 M	\$9.9 M		264.2%
Sound	\$0.6 M	\$1.7 M	\$4.4 M		260.3%
Taobao	\$0.2 M	\$1.3 M	\$3.3 M		248.7%
Currys (Dixons Carphone)	\$0.3 M	\$0.8 M	\$1.9 M		246.9%
Nomad Stores	\$0.5 M	\$1.6 M	\$4.0 M		246.9%
Ebay	\$2.6 M	\$6.3 M	\$15.2 M		242.2%
Digimarket	\$0.8 M	\$1.7 M	\$4.1 M		241.1%
Flipkart	\$2.9 M	\$8.3 M	\$19.3 M		231.0%
AtliQ e Store	\$7.2 M	\$23.7 M	\$53.0 M		223.8%
Amazon	\$12.2 M	\$37.5 M	\$82.1 M		218.9%
<b>Grand Total</b>	<b>\$87.5 M</b>	<b>\$196.7 M</b>	<b>\$598.9 M</b>		<b>304.5%</b>



# AtliQ Hardware

## FILTERS

region All  
customer All

## Division Sales Report

All values are in USD

Division	2020	2021	Increment	2021vs2020%
PC	40.1 M	165.8 M		313.7%
P & A	105.2 M	338.4 M		221.5%
N & S	51.4 M	94.7 M		84.4%
Grand Total	196.7 M	598.9 M		204.5%



# AtliQ Hardware

## Market sales Performance vs Target

All values are in USD

### FILTERS

region	All
division	All

Countries	2019	2020	2021	2021 - Target	2021 Sales - 2021 Target	%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M		-15.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M		-12.6%
Spain		1.8 M	12.6 M	-1.8 M		-12.4%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M		-11.5%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M		-11.3%
Newzealand		2.0 M	11.4 M	-1.4 M		-11.0%
Austria		0.1 M	2.8 M	-0.3 M		-10.5%
USA	11.5 M	31.9 M	87.8 M	-10.2 M		-10.4%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M		-10.0%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M		-9.5%
Norway		2.5 M	13.7 M	-1.4 M		-9.5%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M		-9.3%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M		-8.5%
China	1.4 M	5.4 M	22.9 M	-2.1 M		-8.3%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M		-8.2%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M		-8.2%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M		-8.0%
France	4.0 M	7.5 M	25.9 M	-2.2 M		-7.8%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M		-7.6%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M		-7.3%
India	30.8 M	49.8 M	161.3 M	-9.6 M		-5.6%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M		-4.1%
Japan		1.9 M	7.9 M	-0.3 M		-4.0%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M		-8.4%



## Atliq hardwares

### New Products 2021 by Sales Repo

#### FILTER

All values are in USD

region	All
customer	All
division	All

Product	NetSales2021
AQ Qwerty	22.0 M
AQ Trigger	20.7 M
AQ Gen Y	19.5 M
AQ Trigger Ms	17.9 M
AQ Wi Power Dx3	17.2 M
AQ Qwerty Ms	15.4 M
AQ Electron 3 3600 Desktop Processor	14.2 M
AQ Maxima Ms	13.7 M
AQ GEN Z	11.7 M
AQ Marquee P3	4.9 M
AQ Clx3	4.4 M
AQ Lumina Ms	4.2 M
AQ HOME Allin1 Gen 2	3.5 M
AQ MB Lito	2.8 M
AQ MB Lito 2	2.3 M
AQ Marquee P4	1.7 M
<b>Grand Total</b>	<b>176.2 M</b>



## Atliq hardware

### Top 5 Products By Quantity Report

region	All
division	All
customer	All

Product	Sum of Qty
AQ Master wired x1 Ms	4.2 M
AQ Master wireless x1 Ms	4.1 M
AQ Gamers Ms	4.0 M
AQ Gamers	3.4 M
AQ Master wireless x1	3.4 M
<b>Grand Total</b>	<b>19.0 M</b>

### Bottom 5 Products By Quantity Report

region	All
division	All
customer	All

Product	Sum of Qty
AQ HOME Allin1 Gen 2	8.9 K
AQ Home Allin1	15.2 K
AQ Smash 2	36.0 K
AQ Gamer 1	51.7 K
AQ GEN Z	63.1 K
<b>Grand Total</b>	<b>174.9 K</b>



## AtliQ Hardware

### Top 10 Products by Sales Increment report

region	All
customer	All
division	All

All values are in USD

Product	2020	2021	Increment % 2021vs2020
AQ Mx NB	\$0.0 M	\$1.4 M	5723.52%
AQ Smash 2	\$0.4 M	\$11.2 M	2589.49%
AQ LION x3	\$0.1 M	\$1.2 M	1792.25%
AQ LION x2	\$0.1 M	\$0.9 M	1768.87%
AQ LION x1	\$0.0 M	\$0.8 M	1719.49%
AQ Home Allin1	\$0.7 M	\$5.2 M	768.99%
AQ Electron 4 3600 Desktop Processor	\$3.0 M	\$19.4 M	641.26%
AQ Pen Drive DRC	\$0.6 M	\$3.8 M	587.66%
AQ GT 21	\$0.8 M	\$4.4 M	561.14%
AQ Zion Saga	\$0.7 M	\$3.6 M	528.55%
Grand Total	\$6.4 M	\$52.0 M	808.0%



## AtliQ Hardwares

### Top 5 Country 2021 By Sales Report

All values are in USD

region	All
customer	All

Countries	NetSales2021
India	161.3 M
USA	87.8 M
South Korea	49.0 M
Canada	35.1 M
United Kingdom	34.2 M





## Atliq hardware

### FILTERS

market	All
region	All

### P & L by Fiscal Years Report

All values are in USD

Fisacal Years				
Region	2019	2020	2021	2021 vs2020
<b>N &amp; S</b>				
NetSales	30.0 M	51.4 M	94.7 M	84.4%
COGS	17.8 M	32.5 M	59.9 M	84.7%
GrossMargin	12.2 M	18.9 M	34.8 M	83.8%
GM%	40.73%	36.83%	36.72%	-0.3%
<b>P &amp; A</b>				
NetSales	40.1 M	105.2 M	338.4 M	221.5%
COGS	23.3 M	65.9 M	215.2 M	226.7%
GrossMargin	16.8 M	39.4 M	123.2 M	212.8%
GM%	41.92%	37.43%	36.42%	-2.7%
<b>PC</b>				
NetSales	17.4 M	40.1 M	165.8 M	313.7%
COGS	10.2 M	25.1 M	105.6 M	321.4%
GrossMargin	7.2 M	15.0 M	60.2 M	300.9%
GM%	41.49%	37.45%	36.29%	-3.1%



## Atliq hardwares

### FILTERS

FY	2019
division	All
market	All
region	All

### P & L Months By Fiscal Months report

All values are in USD

Values	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	\$6.5 M	\$8.0 M	\$10.7 M	\$11.4 M	\$6.5 M	\$6.1 M	\$6.4 M	\$6.3 M	\$6.5 M	\$6.2 M	\$6.5 M	\$6.3 M	\$87.5 M
COGS	\$3.8 M	\$4.7 M	\$6.3 M	\$6.7 M	\$3.9 M	\$3.5 M	\$3.8 M	\$3.7 M	\$3.8 M	\$3.6 M	\$3.8 M	\$3.7 M	\$51.2 M
GrossMargin	\$2.6 M	\$3.4 M	\$4.5 M	\$4.7 M	\$2.7 M	\$2.6 M	\$2.7 M	\$2.6 M	\$2.6 M	\$2.6 M	\$2.7 M	\$2.6 M	\$36.2 M
GM%	40.9%	42.0%	41.5%	41.4%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	41.4%

### FILTERS

FY	2020
division	All
market	All
region	All

### P & L Months By Fiscal Months report

All values are in USD

Values	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	\$17.1 M	\$20.6 M	\$28.7 M	\$29.9 M	\$17.1 M	\$15.9 M	\$2.1 M	\$7.8 M	\$9.9 M	\$14.9 M	\$16.1 M	\$16.5 M	\$196.7 M
COGS	\$10.6 M	\$12.8 M	\$18.1 M	\$18.9 M	\$10.7 M	\$9.9 M	\$1.3 M	\$4.8 M	\$6.2 M	\$9.3 M	\$10.2 M	\$10.5 M	\$123.4 M
GrossMargin	\$6.5 M	\$7.8 M	\$10.6 M	\$11.0 M	\$6.5 M	\$6.0 M	\$0.8 M	\$2.9 M	\$3.7 M	\$5.5 M	\$5.9 M	\$6.1 M	\$73.3 M
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%



Atliq hardwares

FY	2021
division	All
market	All
region	All

P & L Months By Fiscal Months report

All values are in USD

Values	Quarters											
	Q1				Q2				Q3			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
NetSales	\$44.8 M	\$54.6 M	\$74.3 M	\$78.1 M	\$44.8 M	\$41.8 M	\$44.0 M	\$43.5 M	\$44.4 M	\$41.5 M	\$44.0 M	\$43.0 M
COGS	\$28.4 M	\$34.7 M	\$47.4 M	\$49.8 M	\$28.4 M	\$26.5 M	\$28.0 M	\$27.7 M	\$28.1 M	\$26.4 M	\$28.0 M	\$27.4 M
GrossMargin	\$16.4 M	\$19.9 M	\$27.0 M	\$28.3 M	\$16.4 M	\$15.3 M	\$16.0 M	\$15.8 M	\$16.3 M	\$15.1 M	\$16.0 M	\$15.6 M
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%