



AtliQ Hardware's Customer Performance Report

Note: All values are in USD

FILTERS

market	All
region	All
division	All

Customer	2019	2020	2021	20 vs 19%	21 vs 20%
Electricalsance Stores	0.10 M	0.75 M	2.35 M	614.05%	213.34%
Info Stores	0.07 M	0.48 M	1.84 M	586.11%	284.09%
Flawless Stores	0.07 M	0.46 M	1.81 M	523.46%	296.28%
Taobao	0.22 M	1.33 M	3.30 M	495.36%	148.66%
Surface Stores	0.09 M	0.53 M	2.12 M	482.30%	298.80%
Electricalsara Stores	0.12 M	0.65 M	1.85 M	447.74%	185.96%
Logic Stores	0.17 M	0.93 M	4.81 M	439.13%	415.17%
Zone	0.34 M	1.56 M	5.26 M	360.02%	236.20%
Electricalsquipo Stores	0.18 M	0.68 M	3.64 M	275.28%	435.32%
Atlas Stores	0.18 M	0.67 M	3.17 M	270.69%	370.34%
Neptune	0.99 M	3.42 M	16.11 M	245.21%	371.50%
Boulangier	0.24 M	0.83 M	4.07 M	242.32%	392.93%
Atliq e Store	7.18 M	23.67 M	52.98 M	229.83%	123.83%
Nomad Stores	0.53 M	1.63 M	4.02 M	209.04%	146.89%
Amazon	12.17 M	37.51 M	82.09 M	208.21%	118.87%
Sound	0.56 M	1.67 M	4.36 M	198.90%	160.26%
Elkj�p	0.46 M	1.32 M	5.16 M	187.18%	291.90%
Radio Popular	0.51 M	1.45 M	5.27 M	185.09%	262.56%
Flipkart	2.94 M	8.35 M	19.29 M	184.37%	131.03%
UniEuro	0.60 M	1.61 M	7.35 M	168.68%	357.03%
Forward Stores	0.56 M	1.50 M	4.07 M	166.60%	171.97%
Currys (Dixons Carphone)	0.29 M	0.76 M	1.87 M	162.79%	146.94%
Relief	0.39 M	1.01 M	4.06 M	158.26%	303.57%
Coolblue	0.46 M	1.18 M	4.25 M	155.01%	260.00%
Insight	0.42 M	1.01 M	2.76 M	143.78%	171.84%
Euronics	0.36 M	0.88 M	3.90 M	143.43%	344.67%
Control	0.91 M	2.20 M	7.67 M	142.70%	249.23%
Costco	1.14 M	2.75 M	9.29 M	140.71%	237.37%
Ebay	2.61 M	6.27 M	15.17 M	140.12%	142.16%
Premium Stores	0.46 M	1.10 M	3.88 M	139.63%	253.09%
Synthetic	1.89 M	4.42 M	12.19 M	133.16%	175.98%
Staples	1.24 M	2.85 M	8.75 M	129.20%	206.95%
Epic Stores	0.41 M	0.94 M	4.19 M	128.41%	346.06%
Expert	0.79 M	1.77 M	6.43 M	124.45%	263.98%
Chip 7	0.60 M	1.32 M	5.51 M	121.56%	316.07%
Radio Shack	0.81 M	1.75 M	5.44 M	114.85%	211.51%
Digimarket	0.80 M	1.72 M	4.14 M	113.95%	141.05%
Argos (Sainsbury's)	0.35 M	0.74 M	2.27 M	110.58%	205.98%
walmart	1.26 M	2.63 M	9.73 M	108.67%	270.45%
BestBuy	0.85 M	1.77 M	6.31 M	107.93%	256.08%
Acclaimed Stores	1.42 M	2.89 M	10.92 M	103.31%	278.08%

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Elite	0.42 M	0.83 M	4.13 M	99.79%	395.52%
Novus	1.87 M	3.73 M	9.85 M	99.68%	164.20%
Sorefoz	0.55 M	1.07 M	4.66 M	95.06%	333.63%
AtliQ Exclusive	9.58 M	17.68 M	61.12 M	84.45%	245.77%
Expression	1.65 M	2.99 M	9.82 M	81.12%	228.24%
Saturn	0.23 M	0.38 M	1.19 M	63.43%	210.46%
Reliance Digital	1.62 M	2.57 M	9.73 M	59.16%	277.90%
Notebillig	0.25 M	0.39 M	1.12 M	57.16%	187.39%
Otto	0.26 M	0.40 M	1.20 M	55.04%	198.58%
Propel	1.59 M	2.46 M	10.83 M	54.17%	340.64%
Fnac-Darty	0.54 M	0.82 M	2.87 M	51.93%	249.77%
Croma	1.67 M	2.47 M	7.55 M	48.17%	205.11%
Electricalsocity	2.34 M	3.46 M	12.42 M	47.82%	258.75%
Electricalslytical	1.80 M	2.61 M	11.94 M	44.61%	357.50%
Viveks	1.55 M	2.24 M	7.78 M	43.86%	248.10%
Lotus	1.48 M	2.11 M	8.09 M	42.58%	282.61%
Girias	1.55 M	2.07 M	8.67 M	33.80%	319.29%
Sage	4.83 M	6.44 M	20.70 M	33.34%	221.52%
Ezone	1.53 M	2.02 M	7.92 M	32.36%	291.62%
Leader	4.68 M	5.97 M	18.80 M	27.54%	214.81%
Vijay Sales	1.73 M	2.15 M	8.53 M	23.94%	297.78%
Integration Stores		0.16 M	1.44 M	0.00%	787.19%
All-Out		0.16 M	0.81 M	0.00%	395.70%
Chiptec		0.42 M	3.02 M	0.00%	622.03%
Electricalsbea Stores		0.14 M	0.72 M	0.00%	404.64%
Nova		0.01 M	0.35 M	0.00%	2564.92%
Grand Total	87.48 M	196.69 M	598.88 M	124.85%	204.48%



AtliQ Hardware's Market Performance vs Target Report

Note: All values are in USD

FILTERS

region	All
Country	All
division	All

Country	FY 2019 net	FY 2020 net	FY 2021 net	21 Actual - Target	%
Japan		1.9M	7.9M	-0.3M	-4.12%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.29%
India	30.8M	49.8M	161.3M	-9.6M	-5.92%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.84%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.22%
France	4.0M	7.5M	25.9M	-2.2M	-8.44%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.72%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.91%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.96%
China	1.4M	5.4M	22.9M	-2.1M	-9.03%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.27%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.31%
Norway		2.5M	13.7M	-1.4M	-10.50%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.54%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.11%
USA	11.5M	31.9M	87.8M	-10.2M	-11.66%
Austria		0.1M	2.8M	-0.3M	-11.74%
Newzealand		2.0M	11.4M	-1.4M	-12.30%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.72%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.93%
Spain		1.8M	12.6M	-1.8M	-14.15%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.45%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.13%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.17%



AtliQ Hardware's Top 5 Countries' Sales Report

Note: All values are in USD

FILTERS

region	All
Country	All
division	All

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

4. AtliQ Hardware's Top 10 Products



AtliQ Hardware's Top 10 Products

Note: All values are in USD

FILTERS

market	All
region	All
division	All

Products	2020	2021	21 vs 20%
AQ Electron 4 3600 Desktop Processor	3.02 M	19.35 M	541.26%
AQ GT 21	0.78 M	4.38 M	461.14%
AQ Home Allin1	0.67 M	5.16 M	668.99%
AQ LION x1	0.05 M	0.84 M	1619.49%
AQ LION x2	0.05 M	0.94 M	1668.87%
AQ LION x3	0.07 M	1.23 M	1692.25%
AQ Mx NB	0.03 M	1.44 M	5623.52%
AQ Pen Drive DRC	0.65 M	3.81 M	487.66%
AQ Smash 2	0.43 M	11.21 M	2489.49%
AQ Zion Saga	0.69 M	3.64 M	428.55%
Grand Total	6.43 M	51.99 M	708.04%



AtliQ Hardware's New Products in 2021

Note: All values are in USD

FILTERS

market	All
region	All
division	All

Products	2020	2021
AQ Clx3		4.39 M
AQ Electron 3 3600 Desktop Processor		14.21 M
AQ Gen Y		19.52 M
AQ GEN Z		11.70 M
AQ HOME Allin1 Gen 2		3.51 M
AQ Lumina Ms		4.21 M
AQ Marquee P3		4.86 M
AQ Marquee P4		1.68 M
AQ Maxima Ms		13.66 M
AQ MB Lito		2.85 M
AQ MB Lito 2		2.29 M
AQ Qwerty		21.98 M
AQ Qwerty Ms		15.41 M
AQ Trigger		20.74 M
AQ Trigger Ms		17.90 M
AQ Wi Power Dx3		17.25 M
Grand Total		176.16 M



AtliQ Hardware's Top and Bottom 5 Products

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Top 5 Products

FILTERS

market	All
region	All
division	All

Products	Qty
AQ Gamers	3.38M
AQ Gamers Ms	3.98M
AQ Master wired x1 Ms	4.15M
AQ Master wireless x1	3.37M
AQ Master wireless x1 Ms	4.13M
Grand Total	19.00M

Bottom 5 Products

FILTERS

market	All
region	All
division	All

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



AtliQ Hardware's Division Level Performance Report

Note: All values are in USD

FILTERS

market	All
region	All

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