

AtliQ Hardwares

FILTERS

region	All
market	All
division	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%
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%
Boulangier	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%
Electricalsociety	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%

AtliQ Hardware



Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%
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%



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Division level report

All values are in USD

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

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Market

performance vs Target

All Values are in USD

Country	2019	2020	2021	21- Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	10.6%
Austria		0.1M	2.8M	-0.3M	11.8%
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	4.2%
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	18.2%
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	14.2%
Sweden	0.1M	0.2M	1.8M	-0.2M	11.2%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	8.7%
USA	11.5M	31.9M	87.8M	-10.2M	11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	9.2%

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New products 2021

All values are in USD

Products	2020	2021
AQ Clx3		4.4M
AQ Electron 3 3600 Desktop I		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
Grand Total		176.2M



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Products	Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
Grand Total	19.0M

To 5 Products

All values are in USD

FILTERS

region	All
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Customer	Qty
AQ Gamer 1	51.7k
AQ GEN Z	63.1k
AQ Home Allin1	15.2k
AQ HOME Allin1 Gen 2	8.9k
AQ Smash 2	36.0k
Grand Total	174.9k

Bottom 5 products

All values are in USD



FILTERS

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

Top 5 country- 2021

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Top 10 Products

All values are in USD

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