

AtliQ Hardwares

FILTERS

region	All	Customer
division	All	Net Sales Performance
market	All	All values are in USD



Customer	2019	2020	2021	2021 vs 2020
Acclaimed Stores	1.4M	2.9M	10.9M	378.08%
All-Out		0.2M	0.8M	495.70%
Amazon	12.2M	37.5M	82.1M	218.87%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	305.98%
Atlas Stores	0.2M	0.7M	3.2M	470.34%
AtliQ e Store	7.2M	23.7M	53.0M	223.83%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.77%
BestBuy	0.9M	1.8M	6.3M	356.08%
Boulanger	0.2M	0.8M	4.1M	492.93%
Chip 7	0.6M	1.3M	5.5M	416.07%
Chiptec		0.4M	3.0M	722.03%
Control	0.9M	2.2M	7.7M	349.23%
Coolblue	0.5M	1.2M	4.2M	360.00%
Costco	1.1M	2.8M	9.3M	337.37%
Croma	1.7M	2.5M	7.5M	305.11%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.94%
Digimarket	0.8M	1.7M	4.1M	241.05%
Ebay	2.6M	6.3M	15.2M	242.16%
Electricalsara Stores	0.1M	0.6M	1.9M	285.96%
Electricalsbea Stores		0.1M	0.7M	504.64%
Electricalslance Stores	0.1M	0.7M	2.3M	313.34%
Electricalslytical	1.8M	2.6M	11.9M	457.50%
Electricalsociety	2.3M	3.5M	12.4M	358.75%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.32%
Elite	0.4M	0.8M	4.1M	495.52%
Elkjøp	0.5M	1.3M	5.2M	391.90%
Epic Stores	0.4M	0.9M	4.2M	446.06%
Euronics	0.4M	0.9M	3.9M	444.67%
Expert	0.8M	1.8M	6.4M	363.98%
Expression	1.7M	3.0M	9.8M	328.24%
Ezone	1.5M	2.0M	7.9M	391.62%
Flawless Stores	0.1M	0.5M	1.8M	396.28%
Flipkart	2.9M	8.3M	19.3M	231.03%
Fnac-Darty	0.5M	0.8M	2.9M	349.77%
Forward Stores	0.6M	1.5M	4.1M	271.97%
Girias	1.5M	2.1M	8.7M	419.29%
Info Stores	0.1M	0.5M	1.8M	384.09%
Insight	0.4M	1.0M	2.8M	271.84%
Integration Stores		0.2M	1.4M	887.19%
Leader	4.7M	6.0M	18.8M	314.81%
Logic Stores	0.2M	0.9M	4.8M	515.17%
Lotus	1.5M	2.1M	8.1M	382.61%
Neptune	1.0M	3.4M	16.1M	471.50%
Nomad Stores	0.5M	1.6M	4.0M	246.89%

AtliQ Hardwares

Notebillig	0.2M	0.4M	1.1M	287.39%
Nova		0.0M	0.4M	2664.92%
Novus	1.9M	3.7M	9.9M	264.20%
Otto	0.3M	0.4M	1.2M	298.58%
Premium Stores	0.5M	1.1M	3.9M	353.09%
Propel	1.6M	2.5M	10.8M	440.64%
Radio Popular	0.5M	1.5M	5.3M	362.56%
Radio Shack	0.8M	1.7M	5.4M	311.51%
Reliance Digital	1.6M	2.6M	9.7M	377.90%
Relief	0.4M	1.0M	4.1M	403.57%
Sage	4.8M	6.4M	20.7M	321.52%
Saturn	0.2M	0.4M	1.2M	310.46%
Sorefoz	0.6M	1.1M	4.7M	433.63%
Sound	0.6M	1.7M	4.4M	260.26%
Staples	1.2M	2.9M	8.8M	306.95%
Surface Stores	0.1M	0.5M	2.1M	398.80%
Synthetic	1.9M	4.4M	12.2M	275.98%
Taobao	0.2M	1.3M	3.3M	248.66%
UniEuro	0.6M	1.6M	7.3M	457.03%
Vijay Sales	1.7M	2.1M	8.5M	397.78%
Viveks	1.6M	2.2M	7.8M	348.10%
walmart	1.3M	2.6M	9.7M	370.45%
Zone	0.3M	1.6M	5.3M	336.20%
Grand Total	87.5M	196.7M	598.9M	304.48%

AtliQ Hardwares

FILTERS

region	All	Market	
division	All	Performance vs Target	All values are in USD

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

AtliQ Hardwares

FILTERS

region	All
division	All
customer	All



Top 10 Products (By Value)

All values are in USD

Products	2020	2021	2021 vs 2020
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	641.26%
AQ GT 21	0.8M	4.4M	561.14%
AQ Home Allin1	0.7M	5.2M	768.99%
AQ LION x1	0.0M	0.8M	1719.49%
AQ LION x2	0.1M	0.9M	1768.87%
AQ LION x3	0.1M	1.2M	1792.25%
AQ Mx NB	0.0M	1.4M	5723.52%
AQ Pen Drive DRC	0.6M	3.8M	587.66%
AQ Smash 2	0.4M	11.2M	2589.49%
AQ Zion Saga	0.7M	3.6M	528.55%
Grand Total	6.4M	52.0M	808.04%

AtliQ Hardwares

FILTERS

region	All
division	All
customer	All

Top 5 products
By Quantity



Products	Quantity
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

AtliQ Hardwares

FILTERS

region All
division All
customer All

Bottom 5 products
By Quantity



Products	Quantity
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

AtliQ Hardwares

FILTERS

region All
customer All

Division Level Report
All values are in USD



Products	2020	2021	2021 vs 2020
N & S	51.4M	94.7M	184.38%
P & A	105.2M	338.4M	321.53%
PC	40.1M	165.8M	413.70%
Grand Total	196.7M	598.9M	304.48%

AtliQ Hardwares

FILTERS

region	All	New Products-2021
division	All	All values are in USD
customer	All	



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
Grand Total		176.2M

AtliQ Hardwares

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
Grand Total	367.2M

AtliQ Hardwares

FILTERS

region All
market All
customer All
division All



P & L

By Fiscal Years

All values are in USD

Note: 2021 vs 2020 is not a part of pivot table

Fiscal Years

VALUES	2019	2020	2021	2021 vs 2020
Net Sales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross Margin	36.2M	73.3M	218.2M	197.6%
GM %	41.4%	37.3%	36.4%	-2.3%

AtliQ Hardwares

FILTERS

region	All	 P & L By Fiscal Months All values are in USD
market	All	
division	All	
customer	All	
FY	2019	

Quarters

Q1

Q2

Q3

Values	Sep	Oct	Nov	Jan	Feb	Dec	Mar	Apr	May
Net Sales	6.5M	8.0M	10.7M	6.5M	6.1M	11.4M	6.4M	6.3M	6.5M
COGS	3.8M	4.7M	6.3M	3.9M	3.5M	6.7M	3.8M	3.7M	3.8M
Gross Margin	2.6M	3.4M	4.5M	2.7M	2.6M	4.7M	2.7M	2.6M	2.6M
GM %	40.9%	42.0%	41.5%	40.9%	41.9%	41.4%	41.5%	41.4%	40.8%

FILTERS

region	All	 P & L By Fiscal Months All values are in USD
market	All	
division	All	
customer	All	
FY	2020	

Quarters

Q1

Q2

Q3

Values	Sep	Oct	Nov	Jan	Feb	Dec	Mar	Apr	May
Net Sales	17.1M	20.6M	28.7M	17.1M	15.9M	29.9M	2.1M	7.8M	9.9M
COGS	10.6M	12.8M	18.1M	10.7M	9.9M	18.9M	1.3M	4.8M	6.2M
Gross Margin	6.5M	7.8M	10.6M	6.5M	6.0M	11.0M	0.8M	2.9M	3.7M
GM %	37.8%	37.8%	37.0%	37.8%	37.7%	36.8%	36.7%	37.7%	37.5%

FILTERS

region	All	 P & L By Fiscal Months All values are in USD
market	All	
division	All	
customer	All	
FY	2021	

Quarters

Q1

Q2

Q3

Values	Sep	Oct	Nov	Jan	Feb	Dec	Mar	Apr	May
Net Sales	44.8M	54.6M	74.3M	44.8M	41.8M	78.1M	44.0M	43.5M	44.4M
COGS	28.4M	34.7M	47.4M	28.4M	26.5M	49.8M	28.0M	27.7M	28.1M
Gross Margin	16.4M	19.9M	27.0M	16.4M	15.3M	28.3M	16.0M	15.8M	16.3M
GM %	36.7%	36.5%	36.3%	36.7%	36.5%	36.3%	36.4%	36.3%	36.6%

Net Sales Comparison

2021 vs 2020	162.1%	164.7%	159.1%	161.4%	162.5%	161.0%	1981.6%	461.2%	347.0%
2020 vs 2019	164.6%	156.6%	167.3%	162.8%	162.0%	161.5%	-67.1%	22.7%	53.1%

AtliQ Hardwares

Q4

Jun	Jul	Aug
6.2M	6.5M	6.3M
3.6M	3.8M	3.7M
2.6M	2.7M	2.6M
42.0%	41.5%	41.4%

Q4

Jun	Jul	Aug
14.9M	16.1M	16.5M
9.3M	10.2M	10.5M
5.5M	5.9M	6.1M
37.3%	36.7%	36.8%

Q4

Jun	Jul	Aug
41.5M	44.0M	43.0M
26.4M	28.0M	27.4M
15.1M	16.0M	15.6M
36.4%	36.4%	36.3%

178.6%	173.9%	160.3%
140.7%	148.0%	162.0%

AtliQ Hardwares

FILTERS

region	All	 P & L By Fiscal Quarter
market	All	
division	All	
customer	All	
FY	2019	

All values are in USD

Quarters

Values	Q1	Q2	Q3	Q4
Net Sales	25.2M	24.0M	19.2M	19.0M
COGS	14.8M	14.1M	11.3M	11.1M
Gross Margin	10.5M	9.9M	7.9M	7.9M
GM %	41.5%	41.4%	41.2%	41.6%

FILTERS

region	All	 P & L By Fiscal Quarter
market	All	
division	All	
customer	All	
FY	2020	

All values are in USD

Quarters

Values	Q1	Q2	Q3	Q4
Net Sales	66.4M	63.0M	19.8M	47.5M
COGS	41.5M	39.5M	12.4M	30.0M
Gross Margin	24.9M	23.5M	7.4M	17.5M
GM %	37.5%	37.3%	37.5%	36.9%

FILTERS

region	All	 P & L By Fiscal Quarter
market	All	
division	All	
customer	All	
FY	2021	

All values are in USD

Quarters

Values	Q1	Q2	Q3	Q4
Net Sales	173.8M	164.7M	131.9M	128.6M
COGS	110.4M	104.7M	83.8M	81.8M
Gross Margin	63.3M	60.0M	48.1M	46.7M
GM %	36.5%	36.4%	36.4%	36.4%

AtliQ Hardwares

Net Sales Comparison

Values	Q1	Q2	Q3	Q4
2021 vs 2020	161.6%	161.5%	566.0%	170.7%
2020 vs 2019	163.2%	162.0%	3.0%	150.3%

AtliQ Hardwares

FILTERS

region All
sub_zone All
FY 2021

P & L - 2021

For Markets



All values are in USD

Market	Net Sales	COGS	Gross Margin	GM %
Australia	21.0M	14.1M	6.9M	32.9%
Austria	2.8M	2.0M	0.9M	30.1%
Bangladesh	7.0M	4.5M	2.4M	34.5%
Canada	35.1M	21.7M	13.4M	38.2%
China	22.9M	13.5M	9.4M	41.1%
France	25.9M	14.7M	11.2M	43.2%
Germany	12.0M	8.9M	3.1M	26.2%
India	161.3M	109.7M	51.6M	32.0%
Indonesia	18.4M	11.3M	7.1M	38.4%
Italy	11.7M	8.2M	3.5M	30.1%
Japan	7.9M	4.2M	3.7M	46.5%
Netherlands	8.0M	4.6M	3.4M	42.0%
Newzealand	11.4M	5.9M	5.5M	48.2%
Norway	13.7M	9.6M	4.0M	29.5%
Pakistan	5.7M	3.6M	2.0M	36.2%
Philippines	31.9M	19.4M	12.5M	39.1%
Poland	5.2M	3.0M	2.2M	42.6%
Portugal	11.8M	6.8M	5.0M	42.1%
South Korea	49.0M	31.4M	17.6M	35.9%
Spain	12.6M	8.4M	4.2M	33.1%
Sweden	1.8M	1.1M	0.7M	40.2%
United Kingdom	34.2M	18.7M	15.4M	45.1%
USA	87.8M	55.3M	32.5M	37.0%
Grand Total	598.9M	380.7M	218.2M	36.4%

AtliQ Hardwares

FILTERS

FY **2019**

GM %
By Quarters (sub_zone)



GM % Sub Zone	Quarters				Grand Total
	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**

GM %
By Quarters (sub_zone)

GM % Sub Zone	Quarters				Grand Total
	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**

GM %
By Quarters (sub_zone)

GM % Sub Zone	Quarters				Grand Total
	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%
ROA	38.5%	38.4%	38.1%	38.1%	38.3%
SE	38.6%	38.3%	38.6%	38.5%	38.5%

AtliQ Hardwares

FILTERS

region All
sub_zone All
FY 2019

P & L - 2019

For Channels



All values are in USD

Channels	Net Sales	COGS	Gross Margin	GM %
Direct	15.3M	8.2M	7.0M	46.1%
Distributor	13.9M	7.7M	6.1M	44.2%
Retailer	58.3M	35.3M	23.1M	39.5%
Grand Total	87.5M	51.2M	36.2M	41.4%

FILTERS

region All
sub_zone All
FY 2020

P & L - 2020

For Channels

All values are in USD

Channels	Net Sales	COGS	Gross Margin	GM %
Direct	39.3M	22.8M	16.4M	41.9%
Distributor	22.4M	14.6M	7.8M	34.9%
Retailer	135.0M	86.0M	49.1M	36.3%
Grand Total	196.7M	123.4M	73.3M	37.3%

FILTERS

region All
sub_zone All
FY 2021

P & L - 2021

For Channels

All values are in USD

Channels	Net Sales	COGS	Gross Margin	GM %
Direct	105.8M	61.6M	44.2M	41.8%
Distributor	70.7M	45.1M	25.6M	36.2%
Retailer	422.4M	274.1M	148.4M	35.1%
Grand Total	598.9M	380.7M	218.2M	36.4%

DATA MODEL

