

# AtliQ Hardwares

## FILTERS

region All  
division All  
country All

## Customer Net

Sales Performance  
All values in USD

Customer	2019	2020	2021	2021 vs 2020
	Net Sales	Net Sales	Net Sales	
Acclaimed Stores	3.37 M	11.83 M	12.74 M	7.70%
All-Out	.20 M	.73 M	.75 M	2.42%
Amazon	28.19 M	120.13 M	96.91 M	-19.33%
Argos (Sainsbury's)	.91 M	2.62 M	2.66 M	1.24%
Atlas Stores	.76 M	2.89 M	3.35 M	15.91%
Atliq e Store	17.42 M	75.99 M	63.18 M	-16.86%
Atliq Exclusive	19.68 M	67.57 M	73.57 M	8.89%
BestBuy	2.13 M	6.86 M	7.31 M	6.50%
Billa	.55 M	1.73 M	1.69 M	-2.32%
Boulanger	1.03 M	4.57 M	5.24 M	14.72%
Chip 7	1.49 M	5.02 M	5.77 M	14.93%
Chiptec	.49 M	3.13 M	3.85 M	23.19%
Circuit City	2.07 M	6.92 M	6.96 M	0.48%
Control	2.35 M	8.31 M	9.37 M	12.83%
Coolblue	1.39 M	4.48 M	4.65 M	3.80%
Costco	2.87 M	10.05 M	10.92 M	8.65%
Croma	2.76 M	9.15 M	9.58 M	4.68%
Currys (Dixons Carphone)	.84 M	2.37 M	2.33 M	-1.60%
Digimarket	1.80 M	5.25 M	5.29 M	0.77%
Ebay	4.76 M	21.67 M	18.30 M	-15.53%
Electricalsara Stores	.73 M	1.96 M	1.99 M	1.89%
Electricalsbea Stores	.21 M	1.03 M	1.15 M	11.75%
Electricalslance Stores	.83 M	2.35 M	2.45 M	4.23%
Electricalslytical	3.15 M	12.29 M	14.30 M	16.43%
Electricalsociety	4.19 M	14.54 M	15.01 M	3.23%
Electricalsquipo Stores	.70 M	3.19 M	3.86 M	20.97%
Elite	.84 M	4.02 M	4.58 M	13.75%
Elkjøp	1.43 M	5.09 M	5.59 M	9.77%
Epic Stores	1.04 M	3.86 M	4.27 M	10.68%
Euronics	1.05 M	4.19 M	4.74 M	13.05%
Expert	2.05 M	6.81 M	7.29 M	6.91%
Expression	3.33 M	11.55 M	12.28 M	6.32%
Ezone	2.60 M	9.12 M	9.51 M	4.29%
Flawless Stores	.49 M	1.74 M	1.90 M	9.16%

	Revenue	Gross Profit	Net Profit	Margin
Flipkart	5.84 M	27.66 M	24.18 M	-12.59%
Fnac-Darty	.98 M	3.64 M	3.82 M	5.18%
Forward Stores	1.52 M	4.57 M	5.05 M	10.44%
Girias	2.59 M	9.82 M	10.50 M	6.96%
Info Stores	.54 M	1.72 M	1.96 M	13.85%
Insight	.96 M	2.91 M	3.20 M	10.15%
Integration Stores	.18 M	1.38 M	1.83 M	33.08%
Leader	8.10 M	22.04 M	21.04 M	-4.57%
Logic Stores	1.16 M	4.28 M	4.78 M	11.80%
Lotus	2.45 M	8.89 M	10.41 M	17.16%
Mbit	1.0 M	4.06 M	4.77 M	17.60%
Media Markt	1.29 M	5.14 M	5.78 M	12.48%
Neptune	3.98 M	15.02 M	16.79 M	11.81%
Nomad Stores	1.63 M	4.55 M	4.64 M	1.83%
Notebillig	.47 M	1.48 M	1.53 M	3.45%
Nova	.02 M	.35 M	.43 M	22.42%
Novus	3.87 M	10.68 M	10.91 M	2.16%
Otto	.43 M	1.57 M	1.70 M	8.22%
Path	2.53 M	8.94 M	9.34 M	4.47%
Power	.84 M	2.19 M	2.02 M	-7.91%
Premium Stores	1.12 M	3.88 M	4.46 M	14.96%
Propel	3.22 M	11.84 M	12.69 M	7.14%
Radio Popular	1.57 M	5.39 M	5.71 M	5.86%
Radio Shack	1.88 M	5.95 M	6.59 M	10.85%
Reliance Digital	2.96 M	10.78 M	12.06 M	11.94%
Relief	.98 M	4.26 M	4.69 M	9.98%
Sage	8.34 M	23.78 M	23.83 M	0.20%
Saturn	.42 M	1.47 M	1.73 M	17.46%
Sorefoz	1.23 M	4.45 M	4.85 M	8.96%
Sound	1.57 M	5.41 M	5.58 M	3.06%
Staples	3.14 M	9.84 M	10.0 M	1.67%
Surface Stores	.62 M	2.24 M	2.37 M	5.81%
Synthetic	4.08 M	13.46 M	14.30 M	6.24%
Taobao	.89 M	4.17 M	3.54 M	-15.13%
UniEuro	1.82 M	7.06 M	7.96 M	12.75%
Unity Stores	.52 M	1.58 M	1.56 M	-1.28%
Vijay Sales	2.73 M	10.13 M	10.29 M	1.60%
Viveks	2.52 M	9.05 M	9.78 M	8.05%
walmart	3.01 M	10.24 M	10.98 M	7.27%
Zone	1.72 M	5.48 M	5.60 M	2.10%

# AtliQ Hardwares

## FILTERS

region	All
division	All

## Market Performance vs Target

All values in USD

Products	2019	2020	2021	2021-Target	%
	Net_Sales	Net_Sales	Net_Sales		
Australia	8.84 M	28.71 M	26.8 M	-4.79 M	-17.9%
Austria	0.12 M	2.72 M	3.55 M	0.56 M	15.8%
Bangladesh	2.17 M	8.68 M	8.53 M	-1.01 M	-11.9%
Brazil	0.71 M	1.74 M	0.86 M	-1.06 M	-123.0%
Canada	10.59 M	39.75 M	39.29 M	-4.43 M	-11.3%
Chile	0.07 M	0.6 M	0.64 M	-0.02 M	-3.2%
China	5.7 M	22.58 M	23.88 M	-0.96 M	-4.0%
Columbia	0.01 M	0.14 M	0.16 M	0.01 M	5.7%
France	7.7 M	29.25 M	30.37 M	-1.81 M	-6.0%
Germany	5.27 M	18.4 M	18.54 M	-1.69 M	-9.1%
India	51.25 M	201.46 M	199.82 M	-21.79 M	-10.9%
Indonesia	5.45 M	22.71 M	22.5 M	-2.48 M	-11.0%
Italy	5.63 M	17.76 M	16.98 M	-2.55 M	-15.0%
Japan	1.83 M	7.42 M	7.68 M	-0.48 M	-6.3%
Mexico	0.47 M	1.54 M	0.99 M	-0.7 M	-70.6%
Netherlands	3.54 M	10.95 M	10.51 M	-1.53 M	-14.5%
Newzealand	2.68 M	11.64 M	12.52 M	-0.29 M	-2.3%
Norway	2.92 M	17.36 M	20.11 M	1.01 M	5.0%
Pakistan	3.97 M	9.32 M	6.69 M	-3.56 M	-53.2%
Philippines	11.85 M	36.86 M	36.04 M	-4.51 M	-12.5%
Poland	3.04 M	7.5 M	6.31 M	-1.94 M	-30.7%
Portugal	4.57 M	15.08 M	15.22 M	-1.37 M	-9.0%
South Korea	20.77 M	61.32 M	56.9 M	-10.55 M	-18.5%
Spain	1.9 M	14.18 M	17.23 M	1.63 M	9.5%
Sweden	0.17 M	1.63 M	1.9 M	0.11 M	5.9%
United Kingdom	8.55 M	32.64 M	34.09 M	-1.82 M	-5.3%
USA	32.66 M	122.41 M	118.49 M	-16.16 M	-13.6%
<b>Grand Total</b>	<b>202.44 M</b>	<b>744.35 M</b>	<b>736.59 M</b>	<b>-82.19 M</b>	<b>-11.2%</b>

# AtliQ Hardwares

## Division & Platform Level Report

### FILTERS

region All  
customer All

All values in USD

Division/Platform	2020		2021	
	Net Sales	Net Sales	Growth % 2021	
<strong>N &amp; S</strong>				
Brick & Mortar	51.02 M	110.63 M	<div style="width: 110.63%; background-color: #2e7131;"></div>	116.83%
E-Commerce	31.54 M	43.10 M	<div style="width: 43.10%; background-color: #2e7131;"></div>	36.66%
<strong>P &amp; A</strong>				
Brick & Mortar	120.59 M	457.66 M	<div style="width: 457.66%; background-color: #2e7131;"></div>	279.52%
E-Commerce	74.04 M	177.65 M	<div style="width: 177.65%; background-color: #2e7131;"></div>	139.93%
<strong>PC</strong>				
Brick & Mortar	82.60 M	348.04 M	<div style="width: 348.04%; background-color: #2e7131;"></div>	321.34%
E-Commerce	51.45 M	135.05 M	<div style="width: 135.05%; background-color: #2e7131;"></div>	162.46%
<strong>Grand Total</strong>	<strong>411.25 M</strong>	<strong>1272.13 M</strong>		<strong>209.33%</strong>

# AtliQ Hardwares

## FILTERS

region All  
division All  
customer All

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## Top 5 Country - 2021

All values in USD

Country	Sale 2021
India	344.79 M
USA	204.33 M
South Korea	99.85 M
Canada	68.10 M
Philippines	61.64 M
<b>Grand Total</b>	<b>778.71 M</b>

## AtliQ Hardwares

### FILTERS

region All  
division All  
customer All

### Top 5 Products

All values in USD

Products	Quantity
AQ Gamers	3.34 M
AQ Gamers Ms	4.04 M
AQ Lite Ms	4.01 M
AQ Master wired x1 Ms	4.03 M
AQ Master wireless x1 N	4.01 M
<b>Grand Total</b>	<b>19.43 M</b>

### FILTERS

region All  
division All  
customer All

### Bottom 5 Products

All values in USD

Products	Quantity
AQ Gamer 1	55.3 K
AQ Gamer 2	69.3 K
AQ Home Allin1	21.3 K
AQ HOME Allin1 Gen 2	13.9 K
AQ Smash 2	45.1 K
<b>Grand Total</b>	<b>204.9 K</b>

# AtliQ Hardwares

## FILTERS

region	All	Top 10 Products
division	All	All values in USD
customer	All	

Products	2020		2021
	Net Sales	Net Sales	Growth % 2021
AQ BZ Allin1		52.03 M	
AQ Qwerty		42.96 M	
AQ Maxima	12.82 M	34.48 M	168.92%
AQ BZ Compact	17.50 M	34.26 M	95.74%
AQ BZ Gen Z	14.69 M	33.67 M	129.16%
AQ BZ Gen Y	18.55 M	31.48 M	69.71%
AQ Lite	17.74 M	29.90 M	68.62%
AQ Elite	14.53 M	29.44 M	102.63%
AQ Electron 5 3600 Desktop Processor	14.88 M	28.72 M	93.04%
AQ Wi Power Dx2	22.01 M	22.61 M	2.71%
<b>Grand Total</b>	<b>132.72 M</b>	<b>339.54 M</b>	<b>155.84%</b>

# AtliQ Hardwares

## FILTERS

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

Products	Sale 2020	Sale 2021
AQ BZ Allin1		52.03 M
AQ Gen Y		36.40 M
AQ Qwerty		42.96 M
AQ Trigger		41.66 M
AQ Trigger Ms		34.26 M
AQ Clx3		7.13 M
AQ Electron 3 3600 Desktop Processor		23.12 M
AQ GEN Z		23.63 M
AQ HOME Allin1 Gen 2		8.53 M
AQ Lumina Ms		6.83 M
AQ Marquee P3		10.62 M
AQ Marquee P4		2.73 M
AQ Maxima Ms		26.55 M
AQ MB Lito		6.13 M
AQ MB Lito 2		5.43 M
AQ Qwerty Ms		29.89 M
AQ Wi Power Dx3		27.93 M
<b>Grand Total</b>		<b>385.85 M</b>

# AtliQ Hardwares

## FILTERS

### GM% by Quarters (sub-zone)

All values in USD

fiscal\_year 2020

#### GM%

Sub-Zone	Q1	Q2	Q3	Q4
ANZ	61.1%	60.8%	60.6%	59.9%
India	61.3%	61.2%	61.3%	61.2%
LATAM	59.6%	60.2%	60.1%	59.9%
NA	60.7%	60.7%	60.4%	60.6%
NE	60.3%	60.4%	60.6%	60.3%
ROA	61.5%	61.4%	61.7%	61.3%
SE	61.6%	61.0%	61.4%	61.2%

## FILTERS

fiscal\_year 2021

#### GM%

Sub-Zone	Q1	Q2	Q3	Q4
ANZ	62.2%	61.4%	61.5%	61.6%
India	60.7%	60.4%	60.5%	60.5%
LATAM	59.8%	59.4%	59.6%	59.7%
NA	61.0%	61.2%	61.2%	61.1%
NE	60.5%	60.9%	60.7%	60.7%
ROA	61.0%	61.0%	60.8%	60.9%
SE	61.0%	60.9%	61.0%	60.9%

# AtliQ Hardwares

## FILTERS

## P & L by Fiscal Year

All values in USD

region	All
division	All
market	All
customer	All

Fiscal Year	Net Sales	COGS_total	Total gross margin	GM%
2020	411.25 M	160.30 M	250.95 M	61.0%
2021	1272.13 M	497.78 M	774.35 M	60.9%

# AtliQ Hardwares

**P & L by  
Fiscal Months & Quarters**

region All  
market All  
division All  
customer All

Quarters	Net Sales	COGS	Gross Margin	GM%
<b>2020</b>				
<b>Q1</b>				
Nov 60.23 M 23.53 M 36.70 M 60.9%				
Oct 43.85 M 16.97 M 26.88 M 61.3%				
Sep 34.80 M 13.51 M 21.30 M 61.2%				
<b>Q2</b>				
Dec 63.57 M 24.97 M 38.60 M 60.7%				
Feb 33.99 M 13.15 M 20.84 M 61.3%				
Jan 35.02 M 13.58 M 21.44 M 61.2%				
<b>Q3</b>				
Apr 15.86 M 6.16 M 9.70 M 61.1%				
Mar 4.27 M 1.67 M 2.60 M 60.9%				
May 20.12 M 7.85 M 12.28 M 61.0%				
<b>Q4</b>				
Aug 34.96 M 13.73 M 21.23 M 60.7%				
Jul 33.71 M 13.19 M 20.52 M 60.9%				
Jun 30.88 M 11.99 M 18.89 M 61.2%				
<b>2021</b>				
<b>Q1</b>				
Nov 157.94 M 61.97 M 95.98 M 60.8%				
Oct 117.55 M 45.76 M 71.79 M 61.1%				
Sep 92.97 M 36.26 M 56.71 M 61.0%				
<b>Q2</b>				
Dec 167.08 M 65.67 M 101.42 M 60.7%				
Feb 90.02 M 35.04 M 54.98 M 61.1%				
Jan 92.74 M 36.17 M 56.57 M 61.0%				
<b>Q3</b>				
Apr 93.12 M 36.59 M 56.52 M 60.7%				
Mar 93.19 M 36.54 M 56.65 M 60.8%				
May 92.24 M 35.99 M 56.25 M 61.0%				
<b>Q4</b>				
Aug 92.39 M 36.32 M 56.07 M 60.7%				
Jul 93.39 M 36.63 M 56.77 M 60.8%				
Jun 89.50 M 34.85 M 54.65 M 61.1%				
<b>Grand Total</b> 1683.38 M 658.08 M 1025.31 M 60.9%				

# AtliQ Hardwares

## FILTERS

region	All
division	All
fiscal_year	All

## P & L for Markets

All values in USD

Market	Net Sales	COGS_total	Total gross margin	GM%
Australia	64.35 M	24.81 M	39.55 M	61.4%
Austria	6.38 M	2.56 M	3.82 M	59.9%
Bangladesh	19.38 M	7.39 M	11.99 M	61.9%
Brazil	3.31 M	1.34 M	1.98 M	59.7%
Canada	89.63 M	35.55 M	54.08 M	60.3%
Chile	1.31 M	.50 M	.81 M	62.1%
China	52.16 M	20.60 M	31.56 M	60.5%
Columbia	.31 M	.12 M	.19 M	60.6%
France	67.32 M	26.01 M	41.31 M	61.4%
Germany	42.21 M	16.45 M	25.76 M	61.0%
India	452.54 M	177.86 M	274.68 M	60.7%
Indonesia	50.66 M	18.83 M	31.83 M	62.8%
Italy	40.38 M	15.65 M	24.73 M	61.2%
Japan	16.93 M	6.65 M	10.28 M	60.7%
Mexico	3.0 M	1.24 M	1.76 M	58.7%
Netherlands	25.0 M	9.93 M	15.06 M	60.3%
Newzealand	26.84 M	10.38 M	16.47 M	61.3%
Norway	40.40 M	15.57 M	24.83 M	61.5%
Pakistan	19.98 M	7.83 M	12.15 M	60.8%
Philippines	84.75 M	33.13 M	51.62 M	60.9%
Poland	16.85 M	6.63 M	10.22 M	60.7%
Portugal	34.87 M	13.70 M	21.17 M	60.7%
South Korea	138.98 M	54.62 M	84.37 M	60.7%
Spain	33.30 M	13.16 M	20.14 M	60.5%
Sweden	3.70 M	1.45 M	2.25 M	60.9%
United Kingdom	75.28 M	30.03 M	45.25 M	60.1%
USA	273.55 M	106.10 M	167.46 M	61.2%