



FILTERS

| | |
|----------|-----|
| region | All |
| market | All |
| division | All |

Customer

Net Sales Performance

| Customers | 2019 | 2020 | 2021 | 21 VS 20 |
|--------------------------|-------|-------|-------|----------|
| Acclaimed Stores | 1.4M | 2.9M | 10.9M | 378.1% |
| All-Out | | 0.2M | 0.8M | 495.7% |
| AtliQ Exclusive | 8.1M | 15.6M | 52.8M | 338.6% |
| 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 | 1.5M | 2.1M | 8.3M | 399.5% |
| BestBuy | 0.9M | 1.8M | 6.3M | 356.1% |
| Boulanger | 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% |
| Electricalsocity | 2.3M | 3.5M | 12.4M | 358.8% |
| Electricalsquito Stores | 0.2M | 0.7M | 3.6M | 535.3% |
| Elite | 0.4M | 0.8M | 4.1M | 495.5% |
| Elkj p | 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 Hardwares



| | | | | | |
|--------------------|--------------|---------------|---------------|-------------|---------------|
| Integration Stores | | 0.2M | 1.4M | <div></div> | 887.2% |
| Leader | 4.7M | 6.0M | 18.8M | <div></div> | 314.8% |
| Logic Stores | 0.2M | 0.9M | 4.8M | <div></div> | 515.2% |
| Lotus | 1.5M | 2.1M | 8.1M | <div></div> | 382.6% |
| Neptune | 1.0M | 3.4M | 16.1M | <div></div> | 471.5% |
| Nomad Stores | 0.5M | 1.6M | 4.0M | <div></div> | 246.9% |
| Notebillig | 0.2M | 0.4M | 1.1M | <div></div> | 287.4% |
| Nova | | 0.0M | 0.4M | <div></div> | 2664.9% |
| Novus | 1.9M | 3.7M | 9.9M | <div></div> | 264.2% |
| Otto | 0.3M | 0.4M | 1.2M | <div></div> | 298.6% |
| Premium Stores | 0.5M | 1.1M | 3.9M | <div></div> | 353.1% |
| Propel | 1.6M | 2.5M | 10.8M | <div></div> | 440.6% |
| Radio Popular | 0.5M | 1.5M | 5.3M | <div></div> | 362.6% |
| Radio Shack | 0.8M | 1.7M | 5.4M | <div></div> | 311.5% |
| Reliance Digital | 1.6M | 2.6M | 9.7M | <div></div> | 377.9% |
| Relief | 0.4M | 1.0M | 4.1M | <div></div> | 403.6% |
| Sage | 4.8M | 6.4M | 20.7M | <div></div> | 321.5% |
| Saturn | 0.2M | 0.4M | 1.2M | <div></div> | 310.5% |
| Sorefoz | 0.6M | 1.1M | 4.7M | <div></div> | 433.6% |
| Sound | 0.6M | 1.7M | 4.4M | <div></div> | 260.3% |
| Staples | 1.2M | 2.9M | 8.8M | <div></div> | 307.0% |
| Surface Stores | 0.1M | 0.5M | 2.1M | <div></div> | 398.8% |
| Synthetic | 1.9M | 4.4M | 12.2M | <div></div> | 276.0% |
| Taobao | 0.2M | 1.3M | 3.3M | <div></div> | 248.7% |
| UniEuro | 0.6M | 1.6M | 7.3M | <div></div> | 457.0% |
| Vijay Sales | 1.7M | 2.1M | 8.5M | <div></div> | 397.8% |
| Viveks | 1.6M | 2.2M | 7.8M | <div></div> | 348.1% |
| walmart | 1.3M | 2.6M | 9.7M | <div></div> | 370.4% |
| Zone | 0.3M | 1.6M | 5.3M | <div></div> | 336.2% |
| Grand Total | 87.5M | 196.7M | 598.9M | <div></div> | 304.5% |



Market

Performance Vs Target

FILTERS

| | |
|----------|-----|
| region | All |
| division | All |

| Country | 2019 | 2020 | 2021 | Target 21 | 2021-Target | % |
|--------------------|--------------|---------------|---------------|---------------|---------------|--------------|
| Australia | 3.9M | 10.7M | 21.0M | 23.2M | -2.2M | -9.5% |
| Austria | | 0.1M | 2.8M | 3.2M | -0.3M | -10.5% |
| Bangladesh | 0.5M | 2.3M | 7.0M | 7.7M | -0.7M | -9.3% |
| Canada | 4.8M | 12.2M | 35.1M | 40.1M | -5.1M | -12.6% |
| China | 1.4M | 5.4M | 22.9M | 25.0M | -2.1M | -8.3% |
| France | 4.0M | 7.5M | 25.9M | 28.1M | -2.2M | -7.8% |
| Germany | 2.6M | 4.7M | 12.0M | 13.5M | -1.5M | -11.3% |
| India | 30.8M | 49.8M | 161.3M | 170.8M | -9.6M | -5.6% |
| Indonesia | 2.5M | 6.2M | 18.4M | 20.8M | -2.4M | -11.5% |
| Italy | 2.9M | 4.5M | 11.7M | 12.8M | -1.0M | -8.2% |
| Japan | | 1.9M | 7.9M | 8.2M | -0.3M | -4.0% |
| Netherlands | 0.2M | 3.4M | 8.0M | 8.6M | -0.7M | -7.6% |
| Newzealand | | 2.0M | 11.4M | 12.8M | -1.4M | -11.0% |
| Norway | | 2.5M | 13.7M | 15.1M | -1.4M | -9.5% |
| Pakistan | 0.6M | 4.7M | 5.7M | 6.2M | -0.5M | -8.5% |
| Philippines | 5.7M | 13.4M | 31.9M | 34.4M | -2.5M | -7.3% |
| Poland | 0.4M | 2.8M | 5.2M | 6.1M | -0.9M | -15.3% |
| Portugal | 0.7M | 3.6M | 11.8M | 12.3M | -0.5M | -4.1% |
| South Korea | 12.8M | 17.3M | 49.0M | 53.3M | -4.4M | -8.2% |
| Spain | | 1.8M | 12.6M | 14.4M | -1.8M | -12.4% |
| Sweden | 0.1M | 0.2M | 1.8M | 2.0M | -0.2M | -10.0% |
| United Kingdom | 2.0M | 8.1M | 34.2M | 37.1M | -3.0M | -8.0% |
| USA | 11.5M | 31.9M | 87.8M | 98.0M | -10.2M | -10.4% |
| Grand Total | 87.5M | 196.7M | 598.9M | 653.8M | -54.9M | -8.4% |

**FILTERS**

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2019 |

P & L**By Months**

NOTE : DO NOT MODIFY PIVOT TABLE

| | Fiscal Years | | | | | | | | | | | | Grand Total |
|----------------|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|
| | Q1 | | Q2 | | Q3 | | | Q4 | | | | | |
| Metrics | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | |
| Net Sales | 6.5M | 8.0M | 10.7M | 11.4M | 6.5M | 6.1M | 6.4M | 6.3M | 6.5M | 6.2M | 6.5M | 6.3M | 87.5M |
| COGS | 3.8M | 4.7M | 6.3M | 6.7M | 3.9M | 3.5M | 3.8M | 3.7M | 3.8M | 3.6M | 3.8M | 3.7M | 51.2M |
| Gross Margin | 2.6M | 3.4M | 4.5M | 4.7M | 2.7M | 2.6M | 2.7M | 2.6M | 2.6M | 2.6M | 2.7M | 2.6M | 36.2M |
| Gross Margin % | 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% |

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2020 |

P & L**By Months**

| | Fiscal Years | | | | | | | | | | | | Grand Total |
|----------------|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|
| | Q1 | | Q2 | | Q3 | | Q4 | | | | | | |
| Metrics | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | |
| Net Sales | 17.1M | 20.6M | 28.7M | 29.9M | 17.1M | 15.9M | 2.1M | 7.8M | 9.9M | 14.9M | 16.1M | 16.5M | 196.7M |
| COGS | 10.6M | 12.8M | 18.1M | 18.9M | 10.7M | 9.9M | 1.3M | 4.8M | 6.2M | 9.3M | 10.2M | 10.5M | 123.4M |
| Gross Margin | 6.5M | 7.8M | 10.6M | 11.0M | 6.5M | 6.0M | 0.8M | 2.9M | 3.7M | 5.5M | 5.9M | 6.1M | 73.3M |
| Gross Margin % | 37.8% | 37.8% | 37.0% | 36.8% | 37.8% | 37.7% | 36.7% | 37.7% | 37.5% | 37.3% | 36.7% | 36.8% | 37.3% |

| | |
|----------|------|
| region | All |
| market | All |
| division | All |
| customer | All |
| FY | 2021 |

P & L**By Months**

| | Fiscal Years | | | | | | | | | | | | Grand Total |
|----------------|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------------|
| | Q1 | | | Q2 | | Q3 | | | Q4 | | | | |
| Metrics | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | |
| Net Sales | 44.8M | 54.6M | 74.3M | 78.1M | 44.8M | 41.8M | 44.0M | 43.5M | 44.4M | 41.5M | 44.0M | 43.0M | 598.9M |
| COGS | 28.4M | 34.7M | 47.4M | 49.8M | 28.4M | 26.5M | 28.0M | 27.7M | 28.1M | 26.4M | 28.0M | 27.4M | 380.7M |
| Gross Margin | 16.4M | 19.9M | 27.0M | 28.3M | 16.4M | 15.3M | 16.0M | 15.8M | 16.3M | 15.1M | 16.0M | 15.6M | 218.2M |
| Gross Margin % | 36.7% | 36.5% | 36.3% | 36.3% | 36.7% | 36.5% | 36.4% | 36.3% | 36.6% | 36.4% | 36.4% | 36.3% | 36.4% |

Net Sales**Comparison**

| | | | | | | | | | | | | |
|----------|--------|--------|--------|--------|--------|--------|---------|--------|--------|--------|--------|--------|
| 21 Vs 20 | 162.1% | 164.7% | 159.1% | 161.0% | 161.4% | 162.5% | 1981.6% | 461.2% | 347.0% | 178.6% | 173.9% | 160.3% |
| 20 vs 19 | 164.6% | 156.6% | 167.3% | 161.5% | 162.8% | 162.0% | -67.1% | 22.7% | 53.1% | 140.7% | 148.0% | 162.0% |



FILTERS

| | |
|----------|-----|
| region | All |
| division | All |

P & L

By Fiscal Years

NOTE : 21 Vs 20 is not a part of pivot table

| Markets | Fiscal Years | | | | 21 Vs 20 |
|----------------|--------------|-------|--------|--|----------|
| | 2019 | 2020 | 2021 | | |
| Australia | | | | | |
| Net Sales | 3.9M | 10.7M | 21.0M | | 196.2% |
| COGS | 2.2M | 5.8M | 14.1M | | 243.2% |
| Gross Margin | 1.7M | 4.9M | 6.9M | | 140.8% |
| Gross Margin % | 42.6% | 45.9% | 32.9% | | -28.2% |
| Austria | | | | | |
| Net Sales | | 0.1M | 2.8M | | 2301.3% |
| COGS | | 0.1M | 2.0M | | 2172.4% |
| Gross Margin | | 0.0M | 0.9M | | 2665.4% |
| Gross Margin % | | 26.1% | 30.1% | | 15.2% |
| Bangladesh | | | | | |
| Net Sales | 0.5M | 2.3M | 7.0M | | 207.7% |
| COGS | 0.3M | 1.4M | 4.5M | | 233.5% |
| Gross Margin | 0.1M | 0.9M | 2.4M | | 168.4% |
| Gross Margin % | 28.7% | 39.6% | 34.5% | | -12.8% |
| Canada | | | | | |
| Net Sales | 4.8M | 12.2M | 35.1M | | 188.1% |
| COGS | 2.8M | 7.1M | 21.7M | | 206.4% |
| Gross Margin | 2.0M | 5.1M | 13.4M | | 162.6% |
| Gross Margin % | 41.7% | 41.9% | 38.2% | | -8.8% |
| China | | | | | |
| Net Sales | 1.4M | 5.4M | 22.9M | | 322.0% |
| COGS | 0.8M | 3.3M | 13.5M | | 305.5% |
| Gross Margin | 0.6M | 2.1M | 9.4M | | 348.1% |
| Gross Margin % | 44.9% | 38.7% | 41.1% | | 6.2% |
| France | | | | | |
| Net Sales | 4.0M | 7.5M | 25.9M | | 247.2% |
| COGS | 2.3M | 4.3M | 14.7M | | 246.4% |
| Gross Margin | 1.8M | 3.2M | 11.2M | | 248.3% |
| Gross Margin % | 44.1% | 43.1% | 43.2% | | 0.3% |
| Germany | | | | | |
| Net Sales | 2.6M | 4.7M | 12.0M | | 156.2% |
| COGS | 1.6M | 3.0M | 8.9M | | 193.8% |
| Gross Margin | 0.9M | 1.7M | 3.1M | | 88.3% |
| Gross Margin % | 37.0% | 35.6% | 26.2% | | -26.5% |
| India | | | | | |
| Net Sales | 30.8M | 49.8M | 161.3M | | 224.0% |
| COGS | 17.8M | 33.7M | 109.7M | | 225.0% |
| Gross Margin | 13.1M | 16.0M | 51.6M | | 222.0% |
| Gross Margin % | 42.4% | 32.2% | 32.0% | | -0.6% |
| Indonesia | | | | | |
| Net Sales | 2.5M | 6.2M | 18.4M | | 196.7% |
| COGS | 1.5M | 3.5M | 11.3M | | 220.1% |
| Gross Margin | 1.1M | 2.7M | 7.1M | | 165.6% |
| Gross Margin % | 42.0% | 42.9% | 38.4% | | -10.5% |



| | | | | |
|--------------------|-------|-------|-------|--------|
| Italy | | | | |
| Net Sales | 2.9M | 4.5M | 11.7M | 162.5% |
| COGS | 1.6M | 3.1M | 8.2M | 164.6% |
| Gross Margin | 1.3M | 1.4M | 3.5M | 157.8% |
| Gross Margin % | 45.6% | 30.7% | 30.1% | -1.8% |
| Japan | | | | |
| Net Sales | | 1.9M | 7.9M | 321.1% |
| COGS | | 1.2M | 4.2M | 257.3% |
| Gross Margin | | 0.7M | 3.7M | 430.0% |
| Gross Margin % | | 37.0% | 46.5% | 25.9% |
| Netherlands | | | | |
| Net Sales | 0.2M | 3.4M | 8.0M | 137.9% |
| COGS | 0.1M | 1.8M | 4.6M | 164.2% |
| Gross Margin | 0.1M | 1.6M | 3.4M | 109.2% |
| Gross Margin % | 36.4% | 47.8% | 42.0% | -12.1% |
| Newzealand | | | | |
| Net Sales | | 2.0M | 11.4M | 474.3% |
| COGS | | 1.5M | 5.9M | 303.8% |
| Gross Margin | | 0.5M | 5.5M | 950.7% |
| Gross Margin % | | 26.4% | 48.2% | 83.0% |
| Norway | | | | |
| Net Sales | | 2.5M | 13.7M | 451.8% |
| COGS | | 1.5M | 9.6M | 525.0% |
| Gross Margin | | 0.9M | 4.0M | 331.0% |
| Gross Margin % | | 37.7% | 29.5% | -21.9% |
| Pakistan | | | | |
| Net Sales | 0.6M | 4.7M | 5.7M | 20.5% |
| COGS | 0.4M | 2.7M | 3.6M | 34.3% |
| Gross Margin | 0.2M | 2.0M | 2.0M | 2.0% |
| Gross Margin % | 39.7% | 42.8% | 36.2% | -15.4% |
| Philippines | | | | |
| Net Sales | 5.7M | 13.4M | 31.9M | 138.4% |
| COGS | 3.4M | 7.3M | 19.4M | 164.6% |
| Gross Margin | 2.3M | 6.0M | 12.5M | 106.5% |
| Gross Margin % | 39.9% | 45.1% | 39.1% | -13.4% |
| Poland | | | | |
| Net Sales | 0.4M | 2.8M | 5.2M | 85.8% |
| COGS | 0.3M | 1.7M | 3.0M | 78.5% |
| Gross Margin | 0.2M | 1.1M | 2.2M | 96.7% |
| Gross Margin % | 37.4% | 40.2% | 42.6% | 5.9% |
| Portugal | | | | |
| Net Sales | 0.7M | 3.6M | 11.8M | 229.8% |
| COGS | 0.5M | 2.3M | 6.8M | 198.9% |
| Gross Margin | 0.3M | 1.3M | 5.0M | 284.5% |
| Gross Margin % | 39.3% | 36.1% | 42.1% | 16.6% |
| South Korea | | | | |
| Net Sales | 12.8M | 17.3M | 49.0M | 183.3% |
| COGS | 6.7M | 12.1M | 31.4M | 158.7% |
| Gross Margin | 6.1M | 5.2M | 17.6M | 241.3% |
| Gross Margin % | 47.5% | 29.8% | 35.9% | 20.5% |
| Spain | | | | |
| Net Sales | | 1.8M | 12.6M | 611.4% |
| COGS | | 1.1M | 8.4M | 663.2% |
| Gross Margin | | 0.7M | 4.2M | 525.7% |



| | | | |
|-----------------------------|--------------|---------------|---------------|
| Gross Margin % | 37.7% | 33.1% | -12.1% |
| Sweden | | | |
| Net Sales | 0.1M | 0.2M | 1.8M |
| COGS | 0.0M | 0.1M | 1.1M |
| Gross Margin | 0.0M | 0.1M | 0.7M |
| Gross Margin % | 38.3% | 44.1% | 40.2% |
| United Kingdom | | | |
| Net Sales | 2.0M | 8.1M | 34.2M |
| COGS | 1.3M | 5.3M | 18.7M |
| Gross Margin | 0.7M | 2.8M | 15.4M |
| Gross Margin % | 36.2% | 34.1% | 45.1% |
| USA | | | |
| Net Sales | 11.5M | 31.9M | 87.8M |
| COGS | 7.7M | 19.5M | 55.3M |
| Gross Margin | 3.8M | 12.4M | 32.5M |
| Gross Margin % | 32.8% | 39.0% | 37.0% |
| Total Net Sales | 87.5M | 196.7M | 598.9M |
| Total COGS | 51.2M | 123.4M | 380.7M |
| Total Gross Margin | 36.2M | 73.3M | 218.2M |
| Total Gross Margin % | 41.4% | 37.3% | 36.4% |