



## FILTERS

## Market Performance Report

region All  
division All

Row Labels	2019	2020	2021	2021-Target	2021-Target %
Australia	3.9M	10.7M	21.0M	-2.2M	-9.54%
Austria		0.1M	2.8M	-0.3M	-10.50%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-9.35%
Canada	4.8M	12.2M	35.1M	-5.1M	-12.63%
China	1.4M	5.4M	22.9M	-2.1M	-8.28%
France	4.0M	7.5M	25.9M	-2.2M	-7.78%
Germany	2.6M	4.7M	12.0M	-1.5M	-11.29%
India	30.8M	49.8M	161.3M	-9.6M	-5.59%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-11.45%
Italy	2.9M	4.5M	11.7M	-1.0M	-8.22%
Japan		1.9M	7.9M	-0.3M	-3.96%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-7.59%
Newzealand		2.0M	11.4M	-1.4M	-10.95%
Norway		2.5M	13.7M	-1.4M	-9.50%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-8.48%
Philiphines	5.7M	13.4M	31.9M	-2.5M	-7.27%
Poland	0.4M	2.8M	5.2M	-0.9M	-15.35%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.12%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.18%
Spain		1.8M	12.6M	-1.8M	-12.39%
Sweden	0.1M	0.2M	1.8M	-0.2M	-10.00%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.02%
USA	11.5M	31.9M	87.8M	-10.2M	-10.44%
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>-54.9M</b>	<b>-8.40%</b>



FILTERS		Customer Performance Report			
region	All	All values in USD			
market	All				
division	All				

Row Labels	2019	2020	2021	2021 vs 2021
Acclaimed Stores	1.4M	2.9M	10.9M	3.780822426
All-Out		0.2M	0.8M	4.956963982
Amazon	12.2M	37.5M	82.1M	2.188678022
Argos (Sainsbury's)	0.4M	0.7M	2.3M	3.059840325
Atlas Stores	0.2M	0.7M	3.2M	4.703415668
AtliQ e Store	7.2M	23.7M	53.0M	2.238303371
AtliQ Exclusive	9.6M	17.7M	61.1M	3.45773453
BestBuy	0.9M	1.8M	6.3M	3.560806074
Boulanger	0.2M	0.8M	4.1M	4.929273066
Chip 7	0.6M	1.3M	5.5M	4.160745111
Chiptec		0.4M	3.0M	7.220323633
Control	0.9M	2.2M	7.7M	3.49234455
Coolblue	0.5M	1.2M	4.2M	3.600000147
Costco	1.1M	2.8M	9.3M	3.373709881
Croma	1.7M	2.5M	7.5M	3.051090747
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	2.469436267
Digimarket	0.8M	1.7M	4.1M	2.410515166
Ebay	2.6M	6.3M	15.2M	2.421566472
Electricalsara Stores	0.1M	0.6M	1.9M	2.859589109
Electricalsbea Stores		0.1M	0.7M	5.046375778
Electricalslance Stores	0.1M	0.7M	2.3M	3.133447173
Electricalslytical	1.8M	2.6M	11.9M	4.57497528
Electricalsociety	2.3M	3.5M	12.4M	3.587538106
Electricalsquipo Stores	0.2M	0.7M	3.6M	5.353218692
Elite	0.4M	0.8M	4.1M	4.955166668
Elkjøp	0.5M	1.3M	5.2M	3.918991827
Epic Stores	0.4M	0.9M	4.2M	4.460623262
Euronics	0.4M	0.9M	3.9M	4.446692815
Expert	0.8M	1.8M	6.4M	3.639784982
Expression	1.7M	3.0M	9.8M	3.282386491
Ezone	1.5M	2.0M	7.9M	3.916194502
Flawless Stores	0.1M	0.5M	1.8M	3.962780437
Flipkart	2.9M	8.3M	19.3M	2.310263574
Fnac-Darty	0.5M	0.8M	2.9M	3.497729472
Forward Stores	0.6M	1.5M	4.1M	2.719683526
Girias	1.5M	2.1M	8.7M	4.192854922
Info Stores	0.1M	0.5M	1.8M	3.840930235
Insight	0.4M	1.0M	2.8M	2.718353418
Integration Stores		0.2M	1.4M	8.871933062
Leader	4.7M	6.0M	18.8M	3.148109406

# AtliQ Hardwares



Logic Stores	0.2M	0.9M	4.8M	5.151746237
Lotus	1.5M	2.1M	8.1M	3.826091288
Neptune	1.0M	3.4M	16.1M	4.714964682
Nomad Stores	0.5M	1.6M	4.0M	2.468866746
Notebillig	0.2M	0.4M	1.1M	2.873851569
Nova		0.0M	0.4M	26.64918408
Novus	1.9M	3.7M	9.9M	2.642007283
Otto	0.3M	0.4M	1.2M	2.985772555
Premium Stores	0.5M	1.1M	3.9M	3.530873367
Propel	1.6M	2.5M	10.8M	4.40635279
Radio Popular	0.5M	1.5M	5.3M	3.625560508
Radio Shack	0.8M	1.7M	5.4M	3.115089493
Reliance Digital	1.6M	2.6M	9.7M	3.778978093
Relief	0.4M	1.0M	4.1M	4.035746848
Sage	4.8M	6.4M	20.7M	3.215233271
Saturn	0.2M	0.4M	1.2M	3.104569602
Sorefoz	0.6M	1.1M	4.7M	4.336322965
Sound	0.6M	1.7M	4.4M	2.60259412
Staples	1.2M	2.9M	8.8M	3.069526603
Surface Stores	0.1M	0.5M	2.1M	3.988024521
Synthetic	1.9M	4.4M	12.2M	2.759794976
Taobao	0.2M	1.3M	3.3M	2.48660789
UniEuro	0.6M	1.6M	7.3M	4.570312652
Vijay Sales	1.7M	2.1M	8.5M	3.977849052
Viveks	1.6M	2.2M	7.8M	3.480978501
walmart	1.3M	2.6M	9.7M	3.704479898
Zone	0.3M	1.6M	5.3M	3.362021988
<b>Grand Total</b>	<b>87.5M</b>	<b>196.7M</b>	<b>598.9M</b>	<b>3.044761774</b>



## FILTERS

region All  
market All  
division All

## P&amp;L Year report

All values in USD

Column Labels

Values	2019	2020	2021
net_sales	87.5M	196.7M	598.9M
COGS	51.2M	123371488.2	380714262
Gross sales Margin	36.2M	73319464.88	218162833
Gross %	41.43%	37.28%	36.43%



## FILTERS

region	All
country	All
division	All
customer	All
FY	<b>2019</b>

## P&L 2019 Monthly re

All values in USD

### Quarters

Values	Sep	Q1		Q2				Q3		
		Oct	Nov	Dec	Jan	Feb	Mar	Apr		
net_sales		6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	
COGS		3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	
Gross sales Margin		2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	
<b>Gross %</b>		<b>40.87%</b>	<b>41.97%</b>	<b>41.49%</b>	<b>41.39%</b>	<b>40.87%</b>	<b>41.94%</b>	<b>41.45%</b>	<b>41.39%</b>	

## FILTERS

region	All
country	All
division	All
customer	All
FY	<b>2020</b>

## P&L 2020 Monthly re

All values in USD

### Quarters

Values	Sep	Q1		Q2				Q3		
		Oct	Nov	Dec	Jan	Feb	Mar	Apr		
net_sales		17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	
COGS		10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	
Gross sales Margin		6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	
<b>Gross %</b>		<b>37.77%</b>	<b>37.78%</b>	<b>37.04%</b>	<b>36.81%</b>	<b>37.75%</b>	<b>37.74%</b>	<b>36.68%</b>	<b>37.73%</b>	

## FILTERS

region	All
country	All
division	All
customer	All
FY	<b>2021</b>

## P&L 2021 Monthly re

All values in USD

### Quarters

Values	Sep	Q1		Q2				Q3		
		Oct	Nov	Dec	Jan	Feb	Mar	Apr		
net_sales		44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	
COGS		28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	
Gross sales Margin		16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	



**Gross %**

**36.65% 36.52% 36.29% 36.26% 36.68% 36.53% 36.37% 36.33%**

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Report

Q3		Q4		Grand Total
May	Jun	Aug	Jul	
6.5M	6.2M	6.3M	6.5M	87.5M
3.8M	3.6M	3.7M	3.8M	51.2M
2.6M	2.6M	2.6M	2.7M	36.2M
40.79%	42.00%	41.39%	41.48%	41.43%

Report

Q3		Q4		Grand Total
May	Jun	Aug	Jul	
9.9M	14.9M	16.5M	16.1M	196.7M
6.2M	9.3M	10.5M	10.2M	123.4M
3.7M	5.5M	6.1M	5.9M	73.3M
37.49%	37.27%	36.79%	36.68%	37.28%

Report

Q3		Q4		Grand Total
May	Jun	Aug	Jul	
44.4M	41.5M	43.0M	44.0M	598.9M
28.1M	26.4M	27.4M	28.0M	380.7M
16.3M	15.1M	15.6M	16.0M	218.2M



**36.63% 36.45% 36.26% 36.37% 36.43%**

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## FILTERS

## GM % by Quarters(Sub\_Zone)

All values in USD

FY

**2019**

Sub_Zones	GM % Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	42.98%	42.20%	42.59%	42.46%	<b>42.57%</b>
India	42.54%	42.25%	42.04%	42.54%	<b>42.35%</b>
NA	35.15%	35.42%	35.36%	35.72%	<b>35.39%</b>
NE	36.59%	37.01%	36.54%	36.56%	<b>36.69%</b>
ROA	44.51%	44.35%	44.05%	44.48%	<b>44.35%</b>
SE	44.52%	44.05%	44.01%	44.16%	<b>44.21%</b>

## FILTERS

FY

**2020**

Sub_Zones	GM % Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	43.34%	43.04%	42.77%	41.79%	<b>42.82%</b>
India	32.35%	32.13%	32.44%	32.03%	<b>32.21%</b>
NA	39.87%	40.06%	39.11%	39.67%	<b>39.78%</b>
NE	37.65%	37.84%	38.51%	37.74%	<b>37.81%</b>
ROA	38.41%	38.29%	38.78%	37.69%	<b>38.23%</b>
SE	38.46%	37.28%	38.16%	37.78%	<b>37.90%</b>

## FILTERS

FY

**2021**

Sub_Zones	GM % Quarters				Grand Total
	Q1	Q2	Q3	Q4	
ANZ	38.99%	37.85%	38.27%	38.00%	<b>38.31%</b>
India	32.27%	31.81%	31.92%	31.97%	<b>32.00%</b>
NA	37.10%	37.45%	37.47%	37.39%	<b>37.34%</b>
NE	37.88%	38.72%	38.25%	38.31%	<b>38.29%</b>
ROA	38.48%	38.44%	38.12%	38.12%	<b>38.31%</b>
SE	38.64%	38.29%	38.60%	38.48%	<b>38.50%</b>



## FILTERS

region	All
sub_zone	All
FY	All

## P&amp;L For Markets

All values in USD

Row Labels	net_sales	COGS	Gross sales Margin	Gross %
Australia	35.6M	22.1M	13.5M	37.87%
Austria	3.0M	2.1M	0.9M	29.96%
Bangladesh	9.7M	6.3M	3.4M	35.43%
Canada	52.0M	31.5M	20.5M	39.39%
China	29.7M	17.6M	12.1M	40.82%
France	37.5M	21.2M	16.2M	43.31%
Germany	19.3M	13.5M	5.8M	29.91%
India	241.9M	161.2M	80.7M	33.36%
Indonesia	27.1M	16.3M	10.8M	39.77%
Italy	19.1M	12.9M	6.2M	32.62%
Japan	9.8M	5.4M	4.4M	44.68%
Netherlands	11.6M	6.5M	5.0M	43.59%
Newzealand	13.4M	7.4M	6.0M	44.98%
Norway	16.2M	11.2M	5.0M	30.75%
Pakistan	11.0M	6.7M	4.3M	39.19%
Philippines	50.9M	30.2M	20.8M	40.77%
Poland	8.4M	4.9M	3.5M	41.52%
Portugal	16.2M	9.6M	6.6M	40.66%
South Korea	79.1M	50.2M	28.8M	36.47%
Spain	14.4M	9.5M	4.8M	33.69%
Sweden	2.0M	1.2M	0.8M	40.59%
United Kingdom	44.2M	25.3M	18.9M	42.72%
USA	131.2M	82.5M	48.7M	37.10%
<b>Grand Total</b>	<b>883.0M</b>	<b>555.3M</b>	<b>327.7M</b>	<b>37.11%</b>