

Sales Report -Customer Performance Wise

FILTERS

market	All
region	All
division	All

All Values are in USD

Customer/FY	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%

AtliQ Hardwares



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%
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%

AtliQ Hardwares



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		304.5%

Sales Report -Market Performance Wise vs Target

FILTERS

region All

division All

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

Financial Report -Profit & Loss Yearly

FILTERS

market	All
region	All
division	All
customer	All

Metrics	2019	2020	2021
Net Sales \$	87.5M	196.7M	598.9M
COGS	51.2M	123.4M	380.7M
Gross Margin	36.2M	73.3M	218.2M
GM %	41.4%	37.3%	36.4%

Financial Report -Profit & Loss Quarterly

market	All
customer	All
region	All
division	All
Fiscal Year	All

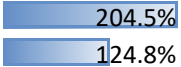
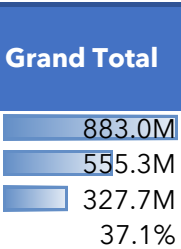
All values in USD

Note: Do not modify the pivot table

Metrics	Quarter											
	Q1 Sep	Oct	Nov	Q2 Dec	Jan	Feb	Q3 Mar	Apr	May	Q4 Jun	Jul	Aug
Net Sales \$	68.4M	83.3M	113.8M	119.4M	68.4M	63.8M	52.5M	57.6M	60.8M	62.5M	66.6M	65.9M
COGS	42.9M	52.2M	71.7M	75.4M	42.9M	40.0M	33.1M	36.3M	38.2M	39.3M	42.0M	41.6M
Gross Margin	25.5M	31.1M	42.1M	44.0M	25.6M	23.8M	19.4M	21.4M	22.6M	23.3M	24.6M	24.3M
GM %	37.3%	37.4%	37.0%	36.9%	37.3%	37.3%	37.0%	37.1%	37.2%	37.2%	36.9%	36.9%

Net Sales Comparison

21 vs 20 Growth %	162%	165%	159%	161%	161%	162%	1982%	461%	347%	179%	174%	160%
20 vs 19 Growth %	165%	157%	167%	161%	163%	162%	-67%	23%	53%	141%	148%	162%



Financial Report -Profit & Loss Market Wise

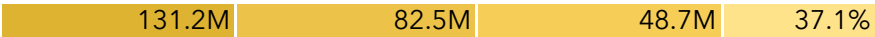
All values in USD

FILTERS

region	All
sub_zone	All
Fiscal Year	All

Market	Net Sales \$	COGS	Gross Margin	GM %
Australia	35.6M	22.1M	13.5M	37.9%
Austria	3.0M	2.1M	0.9M	30.0%
Bangladesh	9.7M	6.3M	3.4M	35.4%
Canada	52.0M	31.5M	20.5M	39.4%
China	29.7M	17.6M	12.1M	40.8%
France	37.5M	21.2M	16.2M	43.3%
Germany	19.3M	13.5M	5.8M	29.9%
India	241.9M	161.2M	80.7M	33.4%
Indonesia	27.1M	16.3M	10.8M	39.8%
Italy	19.1M	12.9M	6.2M	32.6%
Japan	9.8M	5.4M	4.4M	44.7%
Netherlands	11.6M	6.5M	5.0M	43.6%
Newzealand	13.4M	7.4M	6.0M	45.0%
Norway	16.2M	11.2M	5.0M	30.7%
Pakistan	11.0M	6.7M	4.3M	39.2%
Philippines	50.9M	30.2M	20.8M	40.8%
Poland	8.4M	4.9M	3.5M	41.5%
Portugal	16.2M	9.6M	6.6M	40.7%
South Korea	79.1M	50.2M	28.8M	36.5%
Spain	14.4M	9.5M	4.8M	33.7%
Sweden	2.0M	1.2M	0.8M	40.6%
United Kingdom	44.2M	25.3M	18.9M	42.7%

USA





Financial Report -Profit & Loss Market Wise

All values in USD

FILTERS

Fiscal Year All

GM % Sub_Zone	Quarter Q1	Q2	Q3	Q4	Grand Total
ANZ	40.6%	39.7%	39.3%	39.4%	39.8%
India	33.5%	33.2%	33.4%	33.3%	33.4%
NA	37.7%	38.0%	37.5%	37.8%	37.8%
NE	37.8%	38.4%	38.2%	38.1%	38.1%
ROA	39.1%	39.0%	38.9%	38.7%	38.9%
SE	39.1%	38.5%	39.1%	38.8%	38.9%



